



**HOLIDAYS
AND
WINTER TRAVEL**

DECEMBER 15, 1932

PRICE 35 CENTS

★ The Condé Nast Publications Inc.



THE PURE JUICE OF FRESH PICKED TOMATOES

vine ripened and full flavored . . .



THE matchless flavor, deep color and tempting aroma of vine-ripened tomatoes you relish in every glass of Heinz Tomato Juice are the natural result of Heinz' exacting care in preparing this delicious drink.

Only the reddest, juiciest tomatoes are used. The plants are bred from choice seed in Heinz hothouses and transferred to the open fields at the growing season. Hand-picked, each day, as they ripen, these prize tomatoes are pressed into ruddy juice within a few hours.

It is possible to make tomato juice from *canned* tomatoes. But Heinz knows nothing equals the pure juice of *fresh* tomatoes—and naturally prepares its product that way. No hot spices or seasonings are added—just a pinch of salt to bring out the full flavor.

Order a few tins or bottles of this splendid juice from your grocer today. You will find Heinz Tomato Juice positively uniform in quality the year around—delicious as a summer or winter beverage.

H. J. HEINZ COMPANY
PITTSBURGH, U. S. A. • TORONTO, CANADA • LONDON, ENGLAND

Ever eat a tomato right off the vine? . . . that's

HEINZ

Tomato Juice

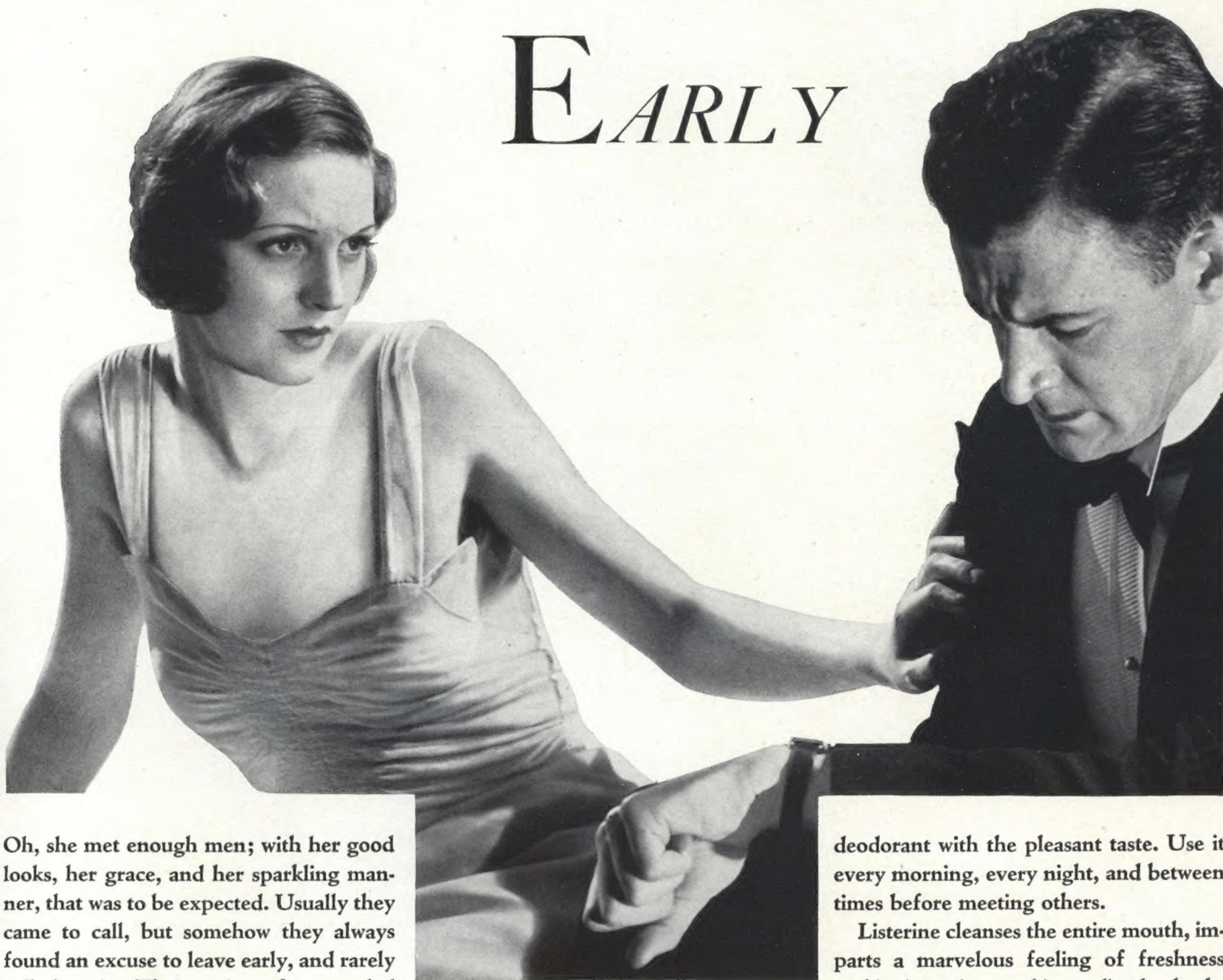


ONE OF THE

57

Heinz Tomato Ketchup
Heinz Cream of Tomato Soup
Heinz Chili Sauce

THEY ALL LEFT EARLY



Oh, she met enough men; with her good looks, her grace, and her sparkling manner, that was to be expected. Usually they came to call, but somehow they always found an excuse to leave early, and rarely called again. Their actions first puzzled and then hurt her. Meanwhile she was growing older . . . The summers came and the summers went . . . She fancied she knew what people were whispering—"Lyda? Oh, she's on the shelf . . ."

How's your breath today?

If there's one thing that will finish you socially, it's halitosis (unpleasant breath). It is unforgivable because it is inexcusable; Listerine checks it instantly.

The insidious thing about halitosis is

that you yourself never know when you have it. Ninety per cent of the cases of halitosis are caused by the fermentation of tiny food particles the tooth brush has failed to remove. For that reason, everyone is likely to offend now and then.

Why take a chance?

The one way to make sure that your breath is sweet and agreeable to others is to rinse the mouth with Listerine, the quick

deodorant with the pleasant taste. Use it every morning, every night, and between times before meeting others.

Listerine cleanses the entire mouth, imparts a marvelous feeling of freshness and invigoration, and immediately checks breath odors.

Repeated tests show that Listerine quickly overcomes odors that ordinary mouth washes cannot hide in 12 hours.

Keep Listerine handy in home and office. Slip it into your handbag when you travel. It is your assurance that you will be agreeable to others.

Lambert Pharmacal Company, St. Louis, Mo.



LISTERINE

THE QUICK DEODORANT WITH THE

PLEASANT TASTE



THE PALM GOES TO THIS MATELASSÉ

[in a gown to go to the palms]

AND if you should happen to stay at home, we can't think of a more cheering consolation-prize than this pat little frock. Duplan has issued a sort of de luxe edition in the fabric. It's a fine-blistered matelassé that looks like rich morocco. Matelassé, you know, is a 1933 revival, and this version is new

to its very thread. It's woven of SERACETA Strands of Fashion . . . you find them in so many zestful modern fabrics. See this matelassé in its spring-time mood of soft pastels and you'll think of coming crocuses. You'll *almost* write a poem! The Viscose Company, 200 Madison Avenue, New York City.

At Altman's

The bathing-suit-back is the youngish, "Southish" note in this evening gown . . . and really the kindest cut of all to one's shoulder-blades. Here Duplan's matelassé is pure coral-white with a slight Irish accent by way of green jeweled buckles. And a violet wrap, we ween, would complete the illusion of an Early Spring. Do try it! At Altman's (and other good stores outside Manhattan). Misses' sizes 12 to 20. Also in pastels. \$29⁵⁰



. . . LOOMED OF

Seraceta

STRANDS OF FASHION

Just mere wisps of silken loveliness...
yet **RUN-PROOF**



Silk stockings that are not only
RUN-PROOF...but smart!

Here is a stocking that has been likened in sheerness to the lake mists of an early spring morn...and yet it defies your every effort to make it run!

We commend Gold Stripe Gothamettes to you not just because they are run-proof...but because they are *beautifully* so...because they are of a sheerness that will delight you...of a lack-lustre quality that will thrill you...of an appealing smartness that will startle you.

Be sure to see them at the better stores everywhere.

GOTHAM SILK HOSIERY COMPANY, INC.
Makers of Gotham Adjustables
 389 Fifth Avenue New York, N. Y.

MADE IN THE SEASON'S SMARTEST COLORS
 SHEER (3-Thread) \$1.35
 SUPER-SHEER (2-Thread) \$1.65



U. S. LETTERS PATENT NO. 1,856,053 & 1,862,514

YOU CAN PUT A HOLE IN THE FABRIC...BUT YOU CAN'T MAKE IT RUN



(STUDY BY BARONESS VON HORN)

COSMETICS have too long been considered in the language of gossamer and rose-petals! Now the truth is being told; if you pay more than \$1 a box for powder, it is not likely that the extra money goes into the product itself. Nor that the powder makes you any more beautiful. When a certain procedure is followed and certain preparations used, complexion-beauty is sure to result. This is explained to you in a quickly read little booklet on "Cosmetic Laws." The book and a pleasing souvenir of SYMPHONIE Powder will be sent on request. Send this coupon:

ARMAND, DES MOINES, IOWA

Please send me a copy of your fundamental "Cosmetic Laws" and a souvenir of SYMPHONIE Powder.

Name _____

V-12-15-2

Address _____

City and State _____

ONE SYMPHONIE-USER SPEAKS OUT PLAINLY!

ee

I **FEEL** that while I am bubbling with enthusiasm, I must tell you something. I've always been downright 'snooty' about face powders. Yes, I turned up my nose at Armand! Nothing but the highest-priced French powders would do for me.

"But since this depression, things are different, and today in desperation I bought a box of your Armand SYMPHONIE. Opened it . . . smelled it . . . rubbed some on. It looked and felt *French!* The surprise was so great, I've hardly recovered yet!

"Now what I want to say is this: Even if the time comes when I can spend money for imported powders, I'll still go for SYMPHONIE. I am delighted with it and thank you a thousand times.

B. S. E.

99

**YOU'LL FIND THIS NEW POWDER AT \$1
THE BOX IN EVERY PRINCIPAL PHARMACY IN
THE UNITED STATES, CANADA AND MEXICO;
AND AT ALL THESE FINE SHOPS...**

NEW YORK: Saks-Fifth Avenue • John Wanamaker • Stern Brothers
Lord & Taylor • Franklin Simon & Co., Inc. • Gimbel Brothers, Inc.
B. Altman & Co. • Arnold, Constable & Co., Inc. • Bonwit-Teller & Co.
Bloomingdale Bros. • James McCreery & Co. • Oppenheim, Collins & Co.
James A. Hearn & Son • Abraham & Straus, Inc. • Frederick Loeser &
Co., Inc. • The A. I. Namm Store

Akron, Ohio
THE A. POLSKY CO.
THE C. H. YEAGER CO.

Allentown, Pennsylvania
HESS BROTHERS
H. LEH & CO.
ZOLLINGER-HARNED CO.

Altoona, Pennsylvania
KLINE BROTHERS

Ann Arbor, Michigan
MACK & CO., Inc.

Appleton, Wisconsin
GEENEN DRY GOODS CO.
PETTIBONE-PEABODY CO.

Arkansas City, Kansas
THE NEWMAN DRY GOODS CO.

Asheville, North Carolina
BON MARCHE, Inc.

Atlanta, Georgia
DAVISON-PAXON CO.

Austin, Texas
LUEDECKE-MOFFATT CO.
E. M. SCARBROUGH & SONS
T. H. WILLIAMS & CO.

Bakersfield, California
MALCOLM BROCK CO.

Battle Creek, Michigan
JOS. C. GRANT CO.

Beloit, Wisconsin
MCNEANY DRY GOODS CO.

Benton Harbor, Michigan
THE ENDERS CO.

Birmingham, Alabama
LOUIS PIZITZ DRY GOODS CO.
LOUIS SAKS CLOTHING CO.

Bloomington, Ill.
THE NEWMARKET
MAYER LIVINGSTON & CO.

Boise, Idaho
C. C. ANDERSON CO.

Boston, Massachusetts
CONRAD & CO.
C. F. HOVEY CO.
R. H. WHITE CO.

Bowling Green, Kentucky
MARTIN'S DEPARTMENT STORE

Bridgeport, Connecticut
THE HOWLAND DRY GOODS CO.

Bristol, Connecticut
THE MUZZY BROS. CO.

Brockton, Massachusetts
JAMES EDGAR CO.

Buffalo, New York
ADAM, MELDRUM & ANDERSON CO.
E. W. EDWARDS & SON, Inc.
F. ERION & CO., Inc.
HENS & KELLY CO.
JAHRAUS-BRAUN CO.

Carthage, Missouri
RAMSAY BROTHERS DRY GOODS CO.

Charleston, South Carolina
JAMES F. CONDON & SONS, Inc.
KERRISON'S DEPT. STORE

Charleston, West Virginia
COYLE & RICHARDSON, Inc.
THE DIAMOND, Inc.
ZENDA SHOPS, Inc.

Charlotte, North Carolina
BELK BROS.
EFIRD'S DEPT. STORES, Inc.

Chicago, Illinois
CARSON PIRIE SCOTT & CO.
THE DAVIS CO.
MANDEL BROTHERS
THE BOSTON STORE
THE FAIR
WIEBOLDT STORES, Inc.

Chillicothe, Ohio
THE W. M. NORVELL CO.

Cincinnati, Ohio
ALMS & DOEPKE COMPANY
MABLEY & CAREW COMPANY
H. & S. FOGUE COMPANY
SMITH-KASSON COMPANY
THE FAIR STORE COMPANY
THE MCALPIN COMPANY

Clarksburg, West Virginia
THE PARSONS-SOUDERS CO.

Cleveland, Ohio
HALL BROS. CO.
HIGBEE COMPANY
Wm. TAYLOR SON & CO.
THE BAILEY CO.
THE MAY CO.

Columbia, South Carolina
BON MARCHE

Columbus, Ohio
DUNN, TAFT COMPANY
F. & R. LAZARUS CO.
THE FASHION COMPANY
THE MOREHOUSE-MARTENS CO.
THE UNION COMPANY

Corpus Christi, Texas
PERKINS DRY GOODS CO.

Dallas, Texas
A. HARRIS & CO.
SANGER BROS., Inc.
TITCHER-GOETTINGER CO.

Davenport, Iowa
M. L. PARKER CO.

Dayton, Ohio
ELDER & JOHNSTON COMPANY
MEARICK CLOAK COMPANY
RIKE-KUMLER COMPANY

Decatur, Illinois
H. S. GEBHARDT CO.

Denver, Colorado
DANIELS & FISHER STORES CO.
GOLDEN EAGLE DRY GOODS CO.
MAY COMPANY
THE DENVER DRY GOODS CO.
THE JOSLIN DRY GOODS CO.
THE A. T. LEWIS & SON DRY
GOODS CO.

Des Moines, Iowa
THE GLOBE, Inc.
YOUNKER BROS., Inc.

Detroit, Michigan
CROWLEY, MILNER CO.
DEMERY & CO.
ERNST KERN CO.
THE J. L. HUDSON CO.

Dubuque, Iowa
J. F. STAMPFER CO.

Duluth, Minnesota
THE DULUTH GLASS BLOCK
STORE CO.

Eau Claire, Wisconsin
THE KEPLER CO.
WM. SAMUELSON DRY GOODS CO.

Elizabeth, New Jersey
GOEKE-KIRCH CO.

Erie, Pennsylvania
TRASK, PRESCOTT & RICHARDSON
COMPANY

Evansville, Indiana
THE ANDRES CO.

Everett, Washington
RUMBAUGH'S
THE GRAND LEADER DRY GOODS
COMPANY

Fargo, North Dakota
HERBST DEPT. STORE CO.

Fond du Lac, Wisconsin
HILL BROS. DRY GOODS CO.

Fort Dodge, Iowa
THE BOSTON STORE

Fort Wayne, Indiana
THE FRANK DRY GOODS COMPANY

Fort Worth, Texas
LEONARD BROS.
MONNIG DRY GOODS CO.
W. C. STRIPLING CO.
THE H. C. MEACHAM CO.

Freeport, Illinois
F. A. READ
STUKENBERG & BORCHERS

Fresno, California
COOPER'S DEPT. STORE
RADIN & KAMP, Inc.

Ft. Collins, Colorado
STATE DRY GOODS COMPANY

Galesburg, Illinois
KELLOGG, DRAKE & CO.

Galveston, Texas
DAVIDSON'S, Inc.

Grand Rapids, Mich.
HERPOLSHIMER CO.
PAUL STEKETEE & SONS
WURZBURG DRY GOODS CO.

Great Falls, Montana
THE PARIS DRY GOODS CO.

Green Bay, Wisconsin
H. C. PRANGE CO.

Greensburg, Pennsylvania
S. W. ROSE CO., Inc.

Guthrie, Oklahoma
LINTZ DRY GOODS CO.

Hamilton, Ohio
BURNET WAITE COMPANY

Harrisburg, Pa.
POMEROY'S, Inc.

Hastings, Nebraska
STEIN BROS. CO.

Hazleton, Pennsylvania
THE LEADER STORE

Helena, Montana
FLIGELMAN'S

Houston, Texas
THE COLUMBIA DRY GOODS CO.

Hutchinson, Kansas
RORABAUGH-WILEY DRY GOODS
COMPANY

Indianapolis, Indiana
THE L. S. AYRES & CO., Inc.
CHARLES MAYER & CO.
H. P. WASSON & COMPANY

Iowa City, Iowa
YETTER'S

Jackson, Michigan
L. H. FIELD CO.
STILLMAN DRY GOODS CO.

Jacksonville, Florida
COHEN BROTHERS
"The Big Store"
KOHNS-FURCHGOTT CO., Inc.

Jamestown, New York
THE ABRAHAMSON-BIGELOW CO.

Janesville, Wisconsin
J. M. BOSTWICK & SONS

Johnson City, Tennessee
KING'S, Inc.

Joliet, Illinois
BOSTON STORE

Joplin, Missouri
THE CHRISTMAN DRY GOODS CO.
THE NEWMAN MERCANTILE CO.

Kankakee, Illinois
THE CHICAGO STORE

Kansas City, Missouri
JOHN TAYLOR DRY GOODS CO.
THE JONES STORE COMPANY

Kingston, New York
ROSE & GORMAN

Knoxville, Tennessee
MILLER'S

Kokomo, Indiana
WM. H. TURNER CO.

La Crosse, Wisconsin
WM. DOERFLINGER CO.

Lake Charles, Louisiana
THE MULLER CO.

Lansford, Pennsylvania
J. C. BRIGHT CO.

Lawrence, Kansas
WEAVER'S

Lawrence, Massachusetts
A. B. SUTHERLAND CO.

Liberty, New York
KELLER'S

Lincoln, Nebraska
GOLD & CO.
MILLER & PAINE

Little Rock, Arkansas
GUS BLASS DRY GOODS CO.

Lockport, New York
JENSS STORES, Inc.

Louisville, Kentucky
J. BACON & SONS, Inc.
HERMAN STRAUS AND SONS CO.
KAUFMAN STRAUS CO.

Lowell, Massachusetts
THE GAGNON CO.
A. G. POLLARD CO.

Madison, Wisconsin
BARON BROS., Inc.
HARRY S. MANCHESTER, Inc.

Madisonville, Kentucky
DULIN'S, Inc.

Manchester, N. H.
JAMES W. HILL COMPANY
LEAVITT STORES CORP.

Manitowoc, Wisconsin
THE HENDERSON-HOYT CO.

Marion, Ohio
THE UHLER-PHILLIPS COMPANY

Maryville, Tennessee
PROFFITT'S, Inc.

Mason City, Iowa
THE MERKEL COMPANY

Memphis, Tennessee
J. GOLDSMITH & SONS CO.
B. LOWENSTEIN & BRO.
THE JOHN GERBER CO.

Miami, Florida
CROMER-CASSEL'S, Inc.

Milwaukee, Wisconsin
GIMBEL BROS., Inc.
HERZFELD-PHILLIPSON CO.
(Boston Store)
ED. SCHUSTER & CO.

Minneapolis, Minnesota
THE DAYTON COMPANY
L. S. DONALDSON CO.
YOUNG QUINLAN CO.

Muskegon, Michigan
WM. D. HARDY & CO.

Nashville, Tennessee
ARMSTRONG'S
CASTNER-KNOTT DRY GOODS CO.
LEBECK BROS.

New Albany, Indiana
S. W. NEWBERGER & CO., Inc.

New Orleans, Louisiana
L. FEIBLEMAN & CO.
D. H. HOLMES COMPANY, Ltd.
MAISON BLANCHE CO.
MARKS ISAACS CO.

Niagara Falls, New York
NIAGARA DRY GOODS CO.

Norfolk, Nebraska
A. L. KILLIAN CO.

Oakland, California
H. C. CAPWELL CO.
CAPWELL, SULLIVAN & FURTH
B. F. SCHLESINGER & SONS, Inc.

Oklahoma City, Oklahoma
KERR DRY GOODS CO.
MCWEEN-HALLIBURTON CO.
RORABAUGH-BROWN DRY GOODS
COMPANY

Omaha, Nebraska
J. L. BRANDEIS & SONS
HAYDEN BROS., Inc.
THOMAS KILPATRICK & CO.

Orlando, Florida
DICKSON-IVES CO.
YOWELL-DREW CO.

Oshkosh, Wisconsin
THE HENDERSON-HOYT CO.

Paducah, Kentucky
PADUCAH DRY GOODS CO.

Peoria, Illinois
P. A. BERGNER & CO.

Petaluma, California
THE LEADER DEPT. STORE

Philadelphia, Pennsylvania
GEORGE ALLEN, Inc.
FRANK & SEDER CO.
STRAWBRIDGE & CLOTHIER
JOHN WANAMAKER

Phoenix, Arizona
GOLDWATER MERCANTILE CO.

Pittsburgh, Pennsylvania
BOGGS & BUHL, Inc.
GIMBEL BROTHERS, Inc.
JOSEPH HORNE CO.
KAUFMAN'S
ALBERT J. MANSMANN CO.
THE ROSENBAUM CO.

Pittsfield, Massachusetts
ENGLAND BROTHERS, Inc.

Pontiac, Michigan
CHASE'S, Inc.

Port Huron, Michigan
J. B. SPERRY CO.

Portland, Oregon
LIPMAN, WOLFE & CO., Inc.
MEIER & FRANK COMPANY
OLDS, WORTMAN & KING
ROBERTS BROS.

Portsmouth, Ohio
MARTING BROS. COMPANY

Providence, Rhode Island
CALLENDER, MCAUSLAN &
TROUP CO.
THE SHEPARD COMPANY

Pueblo, Colorado
CREWS-BEGGS DRY GOODS CO.
DAY-JONES DRY GOODS CO.

Quincy, Illinois
HALBACH-SCHROEDER CO.
CHAS. HUDSON, Inc.
KRESPOHL-MOHRNSTECHER CO.

Racine, Wisconsin
ZAHN DRY GOODS CO.

Reno, Nevada
GRAY-REID-WRIGHT CO.

Richmond, Virginia
THE KAUFMAN STORE, Inc.

Rochester, New York
MCCURDY & COMPANY
SIBLEY, LINDSAY & CURR CO.

Sacramento, California
HALB BROTHERS, Inc.
WEINSTOCK, LUBIN & CO., Inc.

Salina, Kansas
STIEFEL BROS. & CO.

Salt Lake City, Utah
THE PARIS CO.

San Angelo, Texas
BAKER-HEMPHILL CO.

San Antonio, Texas
FROST BROS., Inc.
JOSKE BROS. CO.
WOLFF & MARX COMPANY

San Francisco, California
CITY OF PARIS
HALE BROS., Inc.
O'CONNOR, MOFFATT & CO.
THE EMPORIUM

San Jose, California
HALE BROS., Inc.

Santa Rosa, California
ROSENBERG & SON

Scranton, Pennsylvania
SCRANTON DRY GOODS CO.

Seattle, Washington
THE BON MARCHE
THE MACDOUGALL & SOUTHWICK
CO.
THE RHODES DEPT. STORE

Sharon, Pennsylvania
THE W. W. MOORE CO.
THE SHARON STORE

Sheboygan, Wisconsin
H. C. PRANGE CO.

Sioux City, Iowa
DAVIDSON BROS. CO.
T. S. MARTIN CO.

Spartanburg, South Carolina
THE AUG. W. SMITH CO.

Spokane, Washington
PALACE STORE CO.
THE CRESCENT

Springfield, Illinois
S. A. BARKER CO.
SPRINGFIELD DRY GOODS CO.

Springfield, Missouri
M. NETTER DRY GOODS CO.
REPS DRY GOODS CO.
THE HEER STORES CO.

Springfield, Ohio
THE HOME STORE COMPANY
THE EDWARD WREN STORE

Statesville, North Carolina
RAMSEY-BOWLES CO.

Steubenville, Ohio
THE HUB

St. Joseph, Missouri
HIRSCH BROS. DRY GOODS CO.
TOWNSEND, WYATT & WALL DRY
GOODS CO.

St. Louis, Missouri
FAMOUS-BARR CO.
SCRUGGS-VANDERVOORT-BARNEY
DRY GOODS CO.
STIX, BAER & FULLER CO.

St. Paul, Minnesota
THE EMPORIUM
THE GOLDEN RULE

Superior, Wisconsin
MORAN'S, Inc.
STACK & CO., Inc.

Tacoma, Washington
RHODES BROTHERS
THE FISHER COMPANY
THE PEOPLES STORE CO.

Tampa, Florida
MAAS BROS., Inc.

Terre Haute, Indiana
ROOT DRY GOODS CO.

Toledo, Ohio
THE LION DRY GOODS CO.

Topeka, Kansas
THE CROSBY BROS. CO.

Tulsa, Oklahoma
BROWN-DUNKIN DRY GOODS CO.
THE VANDER DRY GOODS CO.

Twin Falls, Idaho
C. C. ANDERSON CO.
IDAHO DEPARTMENT STORE

Union City, New Jersey
A. HOLTHAUSEN

Waco, Texas
R. E. COX DRY GOODS CO.

Washington, D. C.
THE HECHT CO.
S. KANN SONS CO.
PALAIS ROYAL, Inc.
WOODWARD & LOTHROP

Waterloo, Iowa
THE JAMES BLACK DRY GOODS CO.

Wheeling, West Virginia
STONE & THOMAS, Inc.

Wichita, Kansas
THE ALLEN W. HINKEL DRY
GOODS CO.

Wilson, North Carolina
J. & D. OETTINGER

Worcester, Massachusetts
DENHOLM & MCKAY CO.

Yakima, Washington
BARNES-WOODIN COMPANY

Youngstown, Ohio
THE G. M. MCKELVEY CO.
THE STROUSS-HILSHBERG CO.

CANADA

Calgary, Alberta
THE T. EATON CO. LTD.
HUDSON'S BAY COMPANY

Edmonton, Alberta
THE T. EATON CO. LTD.
HUDSON'S BAY COMPANY
C. WOODWARD LTD.

Montreal, Quebec
DUPUIS FRERES LTD.
THE T. EATON CO. LTD.
HENRY MORGAN & CO. LTD.

Regina, Saskatchewan
THE T. EATON CO. LTD.
R. H. WILLIAMS & SONS

Saskatoon, Saskatchewan
THE T. EATON CO. LTD.
HUDSON'S BAY COMPANY

St. John's, New Brunswick
MANCHESTER ROBERTSON
ALLISON LTD.

Toronto, Ontario
THE T. EATON CO. LTD.
THE ROBERT SIMPSON COMPANY
LIMITED

Vancouver, British Columbia
HUDSON'S BAY COMPANY
THE DAVID SPENCER COMPANY
LIMITED
WOODWARDS DEPARTMENT STORE

Victoria, British Columbia
HUDSON'S BAY COMPANY
THE DAVID SPENCER COMPANY
LIMITED

Winnipeg, Manitoba
THE T. EATON CO. LTD.
HUDSON'S BAY COMPANY

SYMPHONIE
The Only Self-Shading Face Powder



VOGUE'S SCHOOL DIRECTORY

GIRLS' SCHOOLS

THE FINCH SCHOOL

Resident and Day. ANNOUNCES a few places available for January enrollment. Special adjustment of courses. Detailed information and fees may be obtained from Registrar, Jessica G. Cosgrave, Principal, 61 East 77th Street, New York City.

THE LENOX SCHOOL

A Day School for Girls. Pre-primary through General and College Preparatory Courses. Residence for 5-day boarders. Jessica G. Cosgrave, Olivia Green, Principals. 52 East 78th Street, New York City

GARDNER SCHOOL

Moved to 154 East 70th Street, New York. Resident and day school for girls. Accredited. Elementary, College preparatory, secretarial and collegiate courses. All forms of athletics. 75th Year. M. Elizabeth Masland, Principal

SEMPLE SCHOOL

Resident and Day. Postgraduate & Junior College courses. College Prep., Art, Music, Dramatic Art, Secretarial, Domestic Science, Country estate, Sports. European affiliated school. Mrs. T. Darrington Semple, Principal, 351 Riverside Drive, N. Y. C.



Collegiate, General, and College Preparatory courses. Riding, golf, swimming pool. Catalogue. Briarcliff, Box V, Briarcliff Manor, New York.

MARYMOUNT

Tarrytown-on-Hudson New York
Four-year College on Castle Ridge. Degrees B.A., B.S., M.A., Accredited Preparatory School & Junior College in Wilson Park. Secretarial. Dom. Sci. Music. Art. Gym., Swimming, H. Riding. Branches:—5th Ave., N. Y. City; Paris; Rome. Catalogues—Rev. Mother.

The KNOX School for Girls

College preparatory, advanced and vocational courses. Mrs. Russell Houghton, Box V, Cooperstown, N. Y.

MISS BEARD'S SCHOOL

Recommended by the leading colleges for women. Broad, well-balanced educational program for girls not going to college. City and country advantages. Grounds and equipment for sports. Address: Lucie C. Beard, Headmistress, Orange, N. J.

LOW-HEYWOOD

Preparatory to the Leading Colleges for Women. Also General Course. Art and Music. Separate Junior School. Outdoor Sports. Address Mary Rogers Roper, Headmistress, Box V, Stamford, Connecticut



Unique two-year course which prepares high-school graduates for superior positions. One year of college subjects, one year of secretarial and business training. For booklet address Box V. Marian W. Skinner, M. A.; Louise H. Scott

HOUSE IN THE PINES

Near Boston. Thorough College Preparation. Two Year Graduate Course. Art, Music, Household Arts, Fine Riding Horses. Separate Junior School. Gertrude E. Cornish, 40 Pine St., Norton, Mass.

NORTHAMPTON SCHOOL FOR GIRLS

Review classes for June College Board Examinations begin Second Term. Nine-acre Campus. Riding, Golf. Dorothy M. Bement, Sarah B. Whitaker, Principals. Box E Northampton, Massachusetts

LASELL JUNIOR COLLEGE

For young women. Ten miles from Boston. Two-year courses for H. S. graduates. Special subjects. Separate junior school. Sports. Guy M. Winslow, Ph. D., 126 Woodland Road, Auburndale, Mass.

ABBOT ACADEMY

Modern in equipment and in spirit. Rich in traditions. Excellent College Preparatory Record. Art, Music, Dramatics. Unusual opportunities for sports, riding. Bertha Bailey, Principal, Box G, Andover, Mass.

Vogue has no interest in any school or camp or association of schools or camps. Its sole purpose is to give Vogue readers the best possible advice and assistance in selecting schools and camps.

A Real Gift for Your Son

Will any of the Christmas gifts you select this year for your son last him a lifetime?

You may not think of his education in the light of a gift. However, this is one of the most vital and lasting advantages parents are privileged to give to their children. These years at school and college are a gift that endures throughout life.

To be sure, a boy's education is not something that can be tucked away in the toe of his stocking. It is not as tangible as a toy, or a watch, or a good set of books. But it is an open avenue to the future. It paves the way to opportunities later in life.

As in the giving of gifts, the benefits derived from school depend entirely upon the selection of the RIGHT school—not any school, not necessarily the school you went to, nor the school that is nearest home.

You want the school that is best suited to the growth and development of your son. You want the school that will build character along with his brain and his brawn. You want the school that will encourage him to think independently and, at the same time, to conform to the requirements of his generation.

In a word, you want him to have the precision of orderly living, the opportunity to develop individuality and to lay the groundwork for a lucrative career later on.

Write now to some of the schools listed on these pages for their literature. If, after careful consideration of this information, you should desire further guidance remember that years of experience in dealing with personalities and in the investigation of the principles and practices of the schools themselves have equipped the members of Vogue's School Bureau so that they are in an unique position to serve your needs. Vogue's School Bureau, 1928 Graybar Building, New York City.

BOYS' SCHOOLS

BLAIR ACADEMY

A splendidly equipped school for boys in northern N. J. 65 miles from N. Y. C. Graduates in leading Eastern Colleges. 310 acres. Golf, Gym, Pool. Address: Charles H. Breed, Ed. D., Box 16, Blairstown, N. J.

ROXBURY

Complete attention to the needs of the individual boy insures a thorough College Preparation. A. V. Sheriff, Headmaster, Cheshire, Conn.

WASSOKEAG SCHOOL

One teacher for every 3 students. Prepare more thoroughly. 100% college entrance record. Send for literature describing The Wassokeag Method. Lloyd Harvey Hatch, Headmaster, Dexter, Maine

Adirondack-Florida School

Onchiota, N. Y. • Coconut Grove, Fla.
COLLEGE preparation combined with stimulating outdoor life for boys 12 to 18. Winter in Florida, Fall and Spring in the North. Hunting, skiing, sailing, etc. For catalogue address Kenneth O. Wilson, Headmaster

SCHOOLS ABROAD—GIRLS'

The Fontaine School Cannes France

A school of established standards on the Mediterranean coast. Sunshine. Sports. Intensive French. Finishing. College prep. Music, Art, Travel. Day dept. Paris branch. Miss Fontaine, Villa Montmorency, Cannes, A. M., France, or 22 Park Ave., N. Y. C.

Paris COLLEGE MONTMORENCY

Chaperoned group sails Jan. 5th. Inclusive fee for 5 months covers school program, Sorbonne, travel thru-out term and Holidays, sports, theatres, chaperonage. Madame Perrier, 24 rue Jasmin, Paris or Miss Dorothy Marsh, 551 Fifth Ave., N.Y.C. VAn. 3-0437

TOCHTERHEIM ATHENSTAEDT for young girls.

Thorough academic instruction, modern languages, music, art, domestic arts, sports—including skiing and riding. Highest references. Gunterstalstrasse 67, Freiburg i/Br., Germany. In the Black Forest.

WINTER CAMP

CAMP SAUGATUCK WINTER CLUB

4th season. 50 acres. For 12 young boys. All winter sports. Every Friday through Sunday, and all school holidays. Single week-ends or season. Accommodations for 4 permanent boarders. Excellent school. Reasonable rates. Folder, Mr. & Mrs. Geo. Weddle, Westport, Conn. Telephone: Westport 5754.

When writing to us for advice on the selection of a school, it will help us to serve you if you will tell us about your child—age, sex, previous schooling, interests, aptitudes; the type of school which interests you most; the approximate tuition you expect to pay. VOGUE'S SCHOOL BUREAU, 1928 Graybar Building, Lexington at 43rd, N. Y. C.

EXCEPTIONAL CHILDREN

The Mary E. Pogue School and Sanitarium

Wheaton, Illinois Founded 1903

For children and young people needing individual instruction. Special training. Medical supervision. Trained nurses. College trained faculty. Home atmosphere. 25-acre estate. Gratifying results. Many students have continued work in academic schools.

STANDISH MANOR

A happy home school for backward girls. Individual instruction. Delightful location. Out-of-door and water sports. Write for catalog: Alice M. Myers, Principal; Hazel G. Cullingford, Ass't Principal, Box 18, Halifax, Mass.

THE WOODS' SCHOOL

For Exceptional Children Three Separate Schools
GIRLS BOYS LITTLE FOLKS
Booklet
Box 169, Langhorne (near Philadelphia), Pa.
Mrs. Mollie Woods Hare, Principal

• SELECT A SPECIAL SCHOOL •

for the retarded, unstable or unadjusted child. List on request. If advice is desired, please outline briefly nature of your child's problem. SPECIAL SCHOOL ASSOCIATION, Room 2365, 120 East 41st St., New York City

GIRLS' SCHOOLS

OGONTZ SCHOOL FOR GIRLS

near PHILADELPHIA
Grace of finishing school with educational thoroughness. Junior College. General courses. College preparation. Homemaking Dept. Rydal Hall, girls 7-14. Abby A. Sutherland, Prin., Ogontz School P.O., Pa.

THE MARY LYON SCHOOL

College preparatory, general courses. All sports. Wildcliff, two-year college unit. Liberal, fine arts, secretarial, dramatics' workshop. Mr. and Mrs. H. M. Crist, Principals. Catalogs. Box 1509, Swarthmore, Pa.

WARD-BELMONT JUNIOR COLLEGE

Graduates accepted with advanced standing in universities. Music, Physical Education, Home Economics. Separate Preparatory School. Belmont Heights, Box 805, Nashville, Tenn.

WARRENTON Country School

College preparatory, cultural courses. French, language of the house. The school is planned to teach girls how to study, to bring them nearer nature, and to inculcate ideas of order and economy. Mile. Lea M. Bouigny, Prin., Box 18, Warrenton, Va.

GIRLS' SCHOOLS

FAIRMONT

84th Year. College Preparation. Eight 2-Year Junior College diploma courses. Educational advantages of National Capital. Address Principal. 1703 Massachusetts Avenue, Washington, D. C.

KING-SMITH STUDIO SCHOOL

Washington Paris
Music, Dancing, Dramatic Art, Languages, Fine and Applied Art. Residential School. Mr. and Mrs. August King-Smith, 1755 New Hampshire Ave., Washington, D. C.

NATIONAL PARK

SEMINARY. Junior College and Preparatory School for Girls. 9 miles north of White House. 300-acre campus. Visit or write for catalog: Forest Glen, Md. Box 375

Chevy Chase

Junior College and Senior High School at Washington. 29th Year—12 acre Campus. Academic Courses. Home Economics, Secretarial, Music, Art, Dramatic Departments. Athletics. Riding. Swimming. Address: Mrs. F. E. Farrington, Box V, Washington, D. C.

THESE SCHOOLS WILL GIVE SPECIAL CONSIDERATION TO LETTERS FROM READERS WHO MENTION VOGUE

FINE AND APPLIED ARTS

NEW YORK SCHOOL OF FINE & APPLIED ART (Parsons)

William M. Odom, President

ENTER IN JANUARY

Interior Architecture & Decoration, Graphic Advertising & Illustration, Costume Design & Illustration, Teacher Training, Etc. Catalogues on Request. **SAVE A HALF YEAR!** Box V, 2239 Broadway, New York

**GRAND CENTRAL SCHOOL OF ART**

INDIVIDUAL talent developed by successful modern artists. Drawing, Painting, Sculpture, Illustration, Advertising Illustration, General and Commercial Design, Costume Design, and Interior Decoration. Day and Evening Classes. *Catalogue*. 7002 Grand Central Terminal, New York City

**TIMELY GUIDANCE IN ALL PRACTICAL ART SUBJECTS**

EXPERIENCED • PROGRESSIVE • SUCCESSFUL
MID-YEAR SESSION STARTS JAN. 3
30th YEAR

CHICAGO ACADEMY OF FINE ARTS
18 SOUTH MICHIGAN AVE. ♦ ♦ CHICAGO

Vogue's School Bureau, 1928 Graybar Building, Lexington at 43rd, New York, will be glad to send you copies of *Vogue's Book of Private Schools* and *Choosing The Private School*. They are interesting as well as instructive, and embody sixteen years of experience with the school problems of Vogue readers.

SECRETARIAL TRAINING

Moon's School

Private Secretarial & Finishing Courses
Special Course for College Students
Intensive training in stenography, touch typewriting, secretarial duties, tactful correspondence, accounts and banking. Co-educational. Free Placement Service upon Graduation. Courses 1 to 3 months' duration. *Vanderbilt 3-3896*.

521 Fifth Ave., or (1 E. 43rd St.), N. Y.

KATHARINE GIBBS SCHOOL

SECRETARIAL, Executive, Academic. A school of unusual character with a distinctive purpose for educated women. *Catalogue*. Boston, 90 Marlboro St. New York, 247 Park Ave. Providence, 155 Angell St.

MISS CONKLIN'S SECRETARIAL SCHOOL

105 West 40th St. New York

DRAMATIC ARTS

AMERICAN ACADEMY For 48 years the leading institution for Dramatic and Expressional Training in America. Winter term opens January 16th. For catalog address: Secretary 251-L, Carnegie Hall, N. Y.

ALVIENE SCHOOL OF THE THEATRE

and CULTURAL subjects for personal development: Stage Teaching, Directing Drama, Stage and Concert Dancing, Vocal Screen, Musical Comedy, Elocution, Stock Theatre and Platform appearances while learning. For Catalog 22 apply: V. Ely, Sec'y 66 W. 85th Street, New York

THE BONSTELLE SCHOOL

of the Dance and Drama at Detroit Civic Theatre, Detroit, Mich. Complete training in all phases of the stage, screen and radio. Dancing and all its allied branches. Write for catalogue.

THESE SCHOOLS WILL GIVE SPECIAL CONSIDERATION TO LETTERS FROM READERS WHO MENTION VOGUE

APPLIED ARTS

**FASHION ACADEMY**

Recognized the world over as the finest school of its kind

COSTUME DESIGN • STYLING FOR TRADE, SCREEN AND STAGE

Individual specialized training under
EMIL ALVIN HARTMAN

America's foremost style instructor and authority
Personal analysis of each student's requirements.
Booklet 5 on request.

16 EAST 52nd STREET at FIFTH AVE.
New York • PLaza 3-1844 • Paris

Mr. Emil Alvin Hartman was recently chosen by the American School of the Air (Columbia Broadcasting System) to discuss "Costume Design as a Modern Vocation" in a national broadcast to the high schools of the United States. A copy of the talk may be had upon request.

TRAPHAGEN SCHOOL OF FASHION

1680 BROADWAY [near 52d St.] NEW YORK
New Term starting in January under the personal direction of Ethel Traphagen, the author of "Costume Design and Illustration." See latest revised edition just off the press. All phases of costume design and illustration, sketching, styling, fashion forecasting, textile, stage design, pattern making, dressmaking, millinery, etc., taught in shortest time consistent with thoroughness. Day and Evening. Saturday courses for Adults and Children. Credits given. Our Sales Department disposes of students' work. Every member of advanced classes often placed by our free Placement Bureau. Send for Circular V or telephone COL. 5-2077. In first Arnold, Constable & Co. Costume Design Competition over 100 schools and nearly 800 students took part; all prizes awarded to our pupils with exception of one of five third prizes; in latest contest Traphagen students won all awards as well as all Costume awards in Persian Competition held by Brooklyn Museum, and two 1st Prizes and one 2d Prize out of the four prizes offered in National Silk Exposition; also 1st Prize in Beaux Arts Ball Contest sponsored by Art Alliance of America. **INVESTIGATE BEFORE REGISTERING ELSEWHERE**

**INTERIOR DECORATION**

Four Months Practical Course
Period and Modern Styles, Furniture, Color Schemes, Draperies, Wall Treatments. Cultural or Professional Courses
Resident Day Classes start Feb. 1st. Send for Catalog 7-R
Home Study Course starts at once. Send for Catalog 7-D
New York School of Interior Decoration
578 Madison Avenue • New York City

FASHION ILLUSTRATION
DRESS & COSTUME DESIGN
INTERIOR DECORATION
STYLING, MERCHANDISING
ADVISING, REPORTING
LINE & COLOR ANALYSIS

COMMERCIAL ART SCHOOL
Dept. VC, 116 S. MICHIGAN BLVD., CHICAGO
ART CENTER OF THE WORLD - 1933

McDOWELL SCHOOL

Costume Design, Millinery and Dressmaking. Practical Courses both elementary and advanced. Expert individual instruction. Day and Evening Courses. Est. 1876. 56 years Specialization. *Catalogue*. 71 West 45th Street, New York, N. Y.

FINE ARTS

• WAYMAN ADAMS •

Evening Portrait Class for Advanced Students
October to May
Address KEITH MARTIN, Secretary
200 West 57th Street, New York, N. Y.

The schools advertised in this section will gladly send you their literature.

STUDENT RESIDENCE

Ferguson Residence

Affords a charming modern home for girls studying in New York. Attractive sunny rooms. Private baths. Conveniently located. Chaperonage if desired. Est. 1915. Open all year. Tel. Sus. 7-9438. *Catalogue*. 313 West 82nd Street, New York City

Nassau

IN THE
BAHAMAS

Leave the cold, grey winter of the northland and enjoy brilliant sunshine and perfect climate in Britain's "Isle of June" where the temperature averages 70 degrees. Enjoy the best swimming in the world, tennis on championship courts, golf by the sea, fishing, yachting, riding and delightful hotel life in the modern, luxurious *New Colonial Hotel* or at the charming *Royal Victoria Hotel* nestled amidst vari-colored tropic gardens. Nassau is only 60 hours from New York or overnight from Miami on fast, steady, Munson steamers. All expense trips, including steamer round trip and a stay at the *New Colonial* or *Royal Victoria Hotel* arranged at extremely low rates. **Regular, frequent sailings.**

NASSAU • MIAMI • HAVANA CRUISES • \$115 • 12 3/4 DAYS

Sightseeing trips at each port. The steamer is your hotel. 3 days in Nassau, 2 days in Miami, 2 1/2 days in beautiful Havana. You see 3 of the world's most fascinating ports with sufficient time ashore to enjoy the environment of each and on shipboard you have a gay, delightful voyage, excellent cuisine, dancing, and all deck sports. **Regular, frequent sailings.**

Other Munson services include cruises to West Indies and South America, 14-days, \$125; and 25-days, \$135; twice weekly service to Bermuda and fortnightly service to South America with calls at Rio de Janeiro, Santos, Montevideo, and Buenos Aires.

All sailings from Pier 64, North River, New York

Special arrangements available for large parties or conventions

For further information see local tourist agent or

MUNSON Steamship Lines 67 WALL STREET
NEW YORK, N. Y.



A
LITTLE CAREER
ALL YOUR OWN

Have you a little career? Or would you like to have one? Would you enjoy putting a few idle hours to work and earning a few delightful dollars? Many women whose social activities do not quite fill their days have turned to Vogue for their first taste of real business. Would you like to know more? Just address

VOGUE Business Bureau
420 Lexington Ave., N. Y. C.

VOGUE'S TRAVEL DIRECTORY



De luxe appointments. Air-conditioned diners. Bath, barber, maid, manicure and valet service. Travel in perfect comfort over Union Pacific's smooth road-bed. You'll find attendants who anticipate your every wish, and chefs who will make every meal an event. Convenient schedules to and from California on the Los Angeles Limited, San Francisco Overland Limited and other fine Union Pacific trains.

W. S. Basinger, Pass'r Traff. Mgr.
Room 340, Union Pacific Railroad
Omaha, Nebr.

Please send information about trip
from _____
to _____
Name _____
Street _____
City _____ State _____

**UNION
PACIFIC**

CHANDLER ARIZONA

San Marcos with Bungalows. World's finest winter climate. Outdoorsports. Discriminating clientele. Club-like intimate atmosphere. American Plan. Booklet.

PATAGONIA

Circle Z Ranch. In mountains of sunny Southern Arizona nr. Mexican border. Excellent accommodations. Informal ranch life. Outdoor sports. \$45-\$65 weekly.

PHOENIX

Jokake Inn. Beautiful desert location 10 miles from Phoenix. All rooms with bath, telephones, excellent food. Rates \$7. to \$12. Am. Mail address Sottdale, Ariz.

LOS ANGELES CALIFORNIA

All-Year Club. Free guide book and information on California vacations. Write All-Year Club, Dept. 12-M, 1151 S. B'way.

Grace Line. For rates, reservations, information, call or write Clay Hutchison, Agent, 548 S. Spring Street, Phone Trinity 9461.

I. M. M. (White Star, Red Star, Atlantic Transport & Panama Pacific.) For information, call or write W. F. Ohlson, 715 West 7th Street, Trinity 8261.

Matson Navigation Company. For rates, reservations, information, call or write Los Angeles Steamship Co., 730 South Broadway, Van Dyke 8101.

SAN FRANCISCO

Grace Line. For rates, reservations, information, call or write W. P. Neeson, Agent, 2 Pine Street, Phone Sutter 3800.

Holland American Line. For rates, reservations, information, call or write, 120 Market Street, Douglas 7510.

I. M. M. (White Star, Red Star, Atlantic Transport & Panama Pacific.) For information, call or write L. E. Archer, 687 Market Street, Douglas 8680.

Matson Navigation Company. For rates, reservations, information, call or write 215 Market Street, Douglas 5233.

SANTA BARBARA

Miramar Hotel. "By the Sea"—50 California Bungalows banked in flowers. Excellent food. Rates American Plan from \$6.00. Lower for week or month.

YOSEMITE NATIONAL PARK

The Ahwahnee. No California visit is complete without Yosemite—and the colorful Ahwahnee. Open all year. American Plan. \$10.00 and \$12.00.

COLORADO SPRINGS COLORADO

Broadmoor Hotel. At the foot of Pikes Peak, social rendezvous of midwest, open all year. Polo. Golf. Dancing. Natt Head, Manager.

DISTRICT OF COLUMBIA

WASHINGTON

The Dodge Hotel. On Capitol-Plaza Park. A hotel with individuality. Accommodates 400. \$2. to \$7. European Plan. An established "No Tipping" service.

I. M. M. (White Star, Red Star, Atlantic Transport & Panama Pacific.) For information, call or write R. M. Hicks, 1419 G. Street, N. W., National 1645.

BOCA GRANDE FLORIDA

Gasparilla Inn and cottages. In a lovely setting on the Gulf, Florida at its best. Golf, bathing, fishing. Booklet.

MIAMI

The Columbus. "Miami's Finest Bay Front Hotel." Overlooking City Park and Biscayne Bay. Roof Dining-room. Accommodates 500. European Plan.

MIAMI BEACH

Roney Plaza. America's finest ocean front hotel. Cabaña Sun Club. Pools. All outdoor facilities. Center Miami Beach resort life. Opening Dec. 10th.

PUNTA GORDA

Hotel Charlotte Harbor. West Coast. Cuisine and service of special excellence. Golf, tennis, swimming pool, traps.

ST. PETERSBURG FLORIDA (Cont.)

The Sunshine City. America's convenient winter playground on the gulf coast. For booklet write M. A. Deaderick, Chamber of Commerce.

Soreno Hotel. On Tampa Bay. Modern, fireproof. 310 rooms, each with bath. Service and cuisine of highest order. Every sport attraction. Booklet.

Vinoy Park Hotel. Faces Tampa Bay; accommodates 700. Moderate rates; every recreational feature. Booklet. Clement Kennedy, Managing Director.

USEPPA ISLAND

Useppa Inn. The entire Island devoted to the pleasure of the Inn's guests. Golf, tennis, fishing, bathing. January to May.

WINTER PARK

Virginia Inn. On Lake Osceola. Lovely location. Golf, fishing, boating. Excellent table and service. Automatic sprinklers. Elevator. American Plan.

RADIIUM SPRINGS GEORGIA

Radium Springs Club. Southern Georgia. Scene of Southern Women's Golf Championship. Tennis, trap shooting, bathing. All year.

SEA ISLAND

The Cloister. A surpassingly fine hotel in a land of four-century-old romance. Am. Plan. Golf, hunting, fishing, all sports. Ocean. Residences for lease.

CHICAGO ILLINOIS

Grace Line. For rates, reservations, information, call or write S. W. Evanger, Agent, 230 N. Michigan Ave., Phone State 2333.

Holland American Line. For rates, reservations, information, call or write, 40 N. Dearborn Street, State 9880.

I. M. M. (White Star, Red Star, Atlantic Transport & Panama Pacific.) For information, George P. Corfino, 180 N. Mich. Ave., Randolph 6840.

Matson Navigation Company. For rates, reservations, information, call or write 230 North Michigan Avenue, Randolph 8344.

United Fruit Company. For rates, reservations, information, call or write J. H. O'Dowd, 111 W. Washington Street, State 7741.

FRENCH LICK INDIANA

French Lick Springs Hotel. Smart—Sophisticated—Spa—Attractions. Europe's famous pleasure & health resort. Climate ideal. Home of Pluto. Amer. Plan.

NEW ORLEANS LOUISIANA

New St. Charles. In the heart of the city. Noted for refinement and real service. Always recommended to ladies travelling alone. Reasonable rates.

Grace Line. For rates, reservations, information, call or write B. V. Fountain, Agent, Queen & Crescent Bldg. Phone Raymond 4200.

United Fruit Company. For rates, reservations, information, call or write H. C. Hicks, 321 St. Charles Street, Main 4160.

BETHEL MAINE

Bethel Inn. Noted for its individuality. An Unusual Inn for Rest and Recreation. Heated Garages. All Winter Sports are featured. Booklet.

BALTIMORE MARYLAND

I. M. M. (White Star, Red Star, Atlantic Transport & Panama Pacific.) For information, call or write F. T. DeCock, 340 North Charles Street, Vernon 3720.

BOSTON MASSACHUSETTS

Hotel Puritan. On beautiful Commonwealth Avenue. Furnishings and comforts of a luxurious private home with hotel service of the highest type.

Grace Line. For rates, reservations, information, call or write J. C. Shirley, Agent, Little Bldg., Boylston & Tremont Sts. Phone Liberty 9447.

MASSACHUSETTS (Cont.)

BOSTON (Cont.)

Holland American Line. For rates, reservations, information, call or write, 89 State Street, Hubbard 9872.

I. M. M. (White Star, Red Star, Atlantic Transport & Panama Pacific.) For information, call or write G. W. Howard, 84 State Street, Hubbard 4930.

United Fruit Company. For rates, reservations, information, call or write L. P. Jones, 203 Tremont Street, Hancock 3220.

BOSTON—BROOKLINE

Hotel Beaconsfield. Homelike atmosphere. Convenient to down-town Boston. Away from congestion and noise. Residential section. Rooms \$3.50 up. Garage.

HANOVER NEW HAMPSHIRE

The Hanover Inn. At Dartmouth College. 100 Rooms. 60 baths. Elevator. Highest type hotel service. Excels in all winter sports and good living.

NEW YORK CITY NEW YORK

The Blackstone. Quiet... select. A block from Central Park & 5th Ave. Near leading shops. Rates \$3 up. 50 East 58th St. G. T. Stockham, Mgr.

The Panhellenic Hotel. For women. 49th St. & 1st Ave. 26 stories. Solarium, Terrace rooms. Rates from \$2 daily, \$10 weekly, 400 outside rooms.

The Parkside. Eighteen Gramercy Park, South. A residence hotel for men and women. Overlooking the Park. Moderate rates. Write for folder.

Grace Line. For rates, reservations, information, call or write A. G. Oman, Agent, 10 Hanover Square, phone Beekman 3-9200.

Holland American Line. For rates, reservations, information, call or write, 24 State Street, Bowling Green 9-5600.

Matson Navigation Company. For rates, reservations, information, call or write 535 Fifth Avenue, Murray Hill 2-3685.

United Fruit Company. For information, T. J. Lyons, 332 5th Ave., Lackawanna 4-6678 or G. T. Ross, Pier 3, North River, Whitehall 4-1880.

NORTH CAROLINA

SEDFIELD, GREENSBORO

Sedgefield Inn. Now open. Modern resort hotel, situated directly on golf course. Riding, golf and tennis. American Plan. Booklet.

PORTLAND OREGON

Matson Navigation Company. For rates, reservations, information, call or write 271 Pine Street, Atwater 4386.

PHILADELPHIA PENNSYLVANIA

Bellevue-Stratford. One of the few really famous hotels in America. Rates consistent with present times. Claude H. Bennett, Gen. Mgr.

The Benjamin Franklin. A United Hotel. 1200 large rooms all with bath. 3 restaurants. Horace Leland Wiggins, Managing Director.

Holland American Line. For rates, reservations, information, call or write, 208 S. 17 Street, Pennypacker 5681.

I. M. M. (White Star, Red Star, Atlantic Transport & Panama Pacific.) For information, call or write W. T. Roach, Public Ledger Bldg., Race 7429.

PITTSBURGH

I. M. M. (White Star, Red Star, Atlantic Transport & Panama Pacific.) For information, call or write L. A. Miller, Union Trust Building, Atlantic 9333.

SOUTH CAROLINA

SUMMERVILLE

The Carolina. November-May. Luxurious rest or recreation among the pines. 2 golf courses, grass greens, riding, hunting. "T. R. Moore & Sons."

SEATTLE WASHINGTON

Grace Line. For rates, reservations, information, call or write C. S. Long, Agent, Hoge Bldg. Phone Elliott 5412.

I. M. M. (White Star, Red Star, Atlantic Transport & Panama Pacific.) For information, call or write G. H. Nickerson, 1333 Fourth Avenue.

Matson Navigation Company. For rates, reservations, information, call or write 814 Second Avenue, Main 3677.

HAMILTON BERMUDA

Princess Hotel. Directly on Hamilton Harbour. Socially discriminating clientele. All recreational features. Symphony and Dance Orchestra. Booklet.

MONTREAL, QUEBEC CANADA

I. M. M. (White Star, Red Star, Atlantic Transport & Panama Pacific.) For information, L. S. Tobin, McGill Building, Marquette 7761.

HAVANA CUBA

National Hotel of Cuba. Luxuriously new. Convenient to everything—center of winter social season. Swimming pool, golf, tennis courts, dining terrace.

ENGLAND

London & North Eastern Railway. Serving the eastern side of Britain. Route of the Flying Scotsman, 11 W. 42 St., New York City.

See American Shrines in England. Great Western and Southern Railways of England, 500 Fifth Avenue, New York City.

INDIA

India. Now as easy to tour as Europe. Address India State Railways, Delhi House, 38 East 57th Street, New York City.

JAPAN

Japan. Information, itineraries, etc., without charge. Booklet on All-Inclusive Tours, Japan Tourist Bureau, 1 Madison Ave., New York City.

Going places for the holidays?

If you're going home for Christmas and are planning to stop over a few days at various places en route—you need look no further for hotels than the Travel Directory of Vogue. For at the hotels whose announcements appear here you will find people like yourself—charming people who instinctively select the best.

Going away? You have in your hands an Open Sesame to a world of interesting places ready to play host to the discriminating traveler. The sunshine is burning Florida. It's golfing time in the Carolinas, shooting time in Georgia. The Far West offers an exhilarating mountain resort or a flowering paradise by the sea. Bermuda and Havana are in season, and up in Maine and New Hampshire it's skiing time.

Go by

GRACE LINE

... enjoy

a TRIP ABROAD

en route to



CALIFORNIA or NEW YORK

via Panama Canal



Four brilliant new sister liners . . . with every facility and comfort to increase the pleasure of your days afloat . . . and sea-speed that leaves ample leisure for visits in seven glamorous foreign countries en route!

Sail with the splendid new Santa Rosa, Santa Paula, Santa Lucia or



Enjoy the gay hospitality of this airy Club

Santa Elena! Go ashore—on your way coast-to-coast—in sunny Havana, Colombia* (*Eastbound), Panama, Costa

Rica, El Salvador, Guatemala and Mexico! Join Grace-conducted inland excursions through miles of spectacular tropic grandeur to ruins of civilizations as old as Egypt . . . or tea and dance to the smartest rhythms of a real marimba orchestra in a Spanish patio! With all these shore visits and excursions, the voyage to California takes but 16 days!

Fares are surprisingly moderate. For instance, for as little as \$325 you can enjoy the complete rail-water "Round America" cruise-tour including rail fare from your home to either coast, Grace Line to the opposite coast, and return home again by rail. Fortnightly sailings from New York, San Francisco, Los Angeles; also to and from Victoria, B.C., and Seattle, Wash.

To make your trip unforgettably brilliant and festive, book for one of the gala maiden voyage sailings listed below!

4 NEW LINERS

for greater speed & pleasure



. . . identical in every superb detail. First American ships having all outside staterooms with private baths. Single rooms. Double rooms. De luxe suites. Controlled ventilation and temperature. Largest outdoor pool on any American ship. Gaily decorated Club and smart Orchestra. Gymnasium. Huge dining hall with roll-back dome for outdoor dining. 20 knots speed . . . and three-quarters of a century of Grace prestige!

New York: 10 Hanover Sq., San Francisco: 2 Pine St., Chicago: 230 N. Michigan Ave., Los Angeles: 548 So. Spring St., Seattle: Hoge Bldg., Boston & New Orleans

MAIL THIS COUPON NOW!

GRACE LINE

10 Hanover Sq., N. Y. C., or 2 Pine St., San Francisco

Please send me full information about your new ships, sailing dates, and New York-Central America-California itinerary.

V-2

Name _____

Address _____

City _____ State _____

SANTA ROSA

FROM SAN FRANCISCO DECEMBER 26

SANTA PAULA

FROM NEW YORK JANUARY 7

SAIL INTO SUNSHINE! . . . OVER THE GLAMOROUS ROUTE OF ROMANCE

For branch offices see Travel Directory on page 8

REAL SHIPS... REAL OFFICERS

from a letter by

ADMIRAL SIR REGINALD HALL

R.N., K.C.M.G., C.B.

"You are absolutely correct. There is a keen appreciation by old naval sea dogs like myself for the ships' officers of our Merchant Marine.

"We are considered hard-headed about our sea-faring ability. But, grant us the intelligence to recognize and commend good ships' officers when we see them.

"Take, for instance, the type of officers who take Cunarders to sea. Over 75% of them, in addition to their Cunard service, are members of the Royal Naval Reserve. They rank according to seniority with the regular officers of the Royal Navy. Personally, I believe no finer group of ships' officers has ever been assembled.

"Cunard's own record substantiates the calibre of these men. In nearly a century of transatlantic service they have carried millions of passengers with a degree of security and dispatch unequalled, to my knowledge, in the annals of transportation. And I believe they have held the coveted 'Blue Riband' of the Atlantic for some fifty of the last ninety years.

"That's a grand record. And even the saltiest of us are thoroughly aware that here are real ships manned by real officers."



Charting the ship's position in the Chart Room of the Aquitania. Cunard officers are so expert they have often navigated ships the 3,200 mile journey across the Atlantic entirely "by dead reckoning." They are aided in this by having the most advanced of all navigating instruments, such as radio direction finder, constantly at their service.



Capt. E. T. Britten, R. D., R. N. R., present commander of the Berengaria was previously on the bridge of the Franconia and Laconia. Captain Britten is one of the many Cunard officers who are members of the Royal Naval Reserve.

Testing a new Cunarder. Before any new Cunarder is built, an exact model is made and scientifically tested in an experimental tank to perfect its steadiness and seaworthy qualities. The thoroughness of these tests is one reason why Cunarders are fine sea ships.

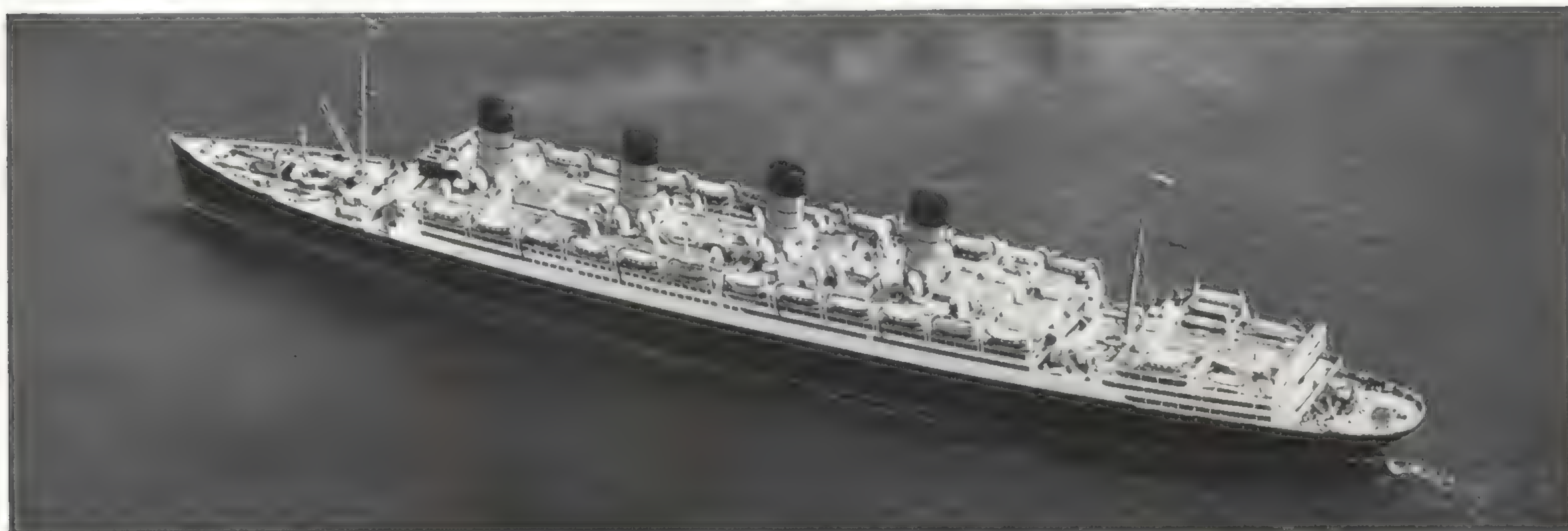




Chief Engineer Roberts in charge of the Berengaria's 65,000 H.P. turbines in one of his daily conferences regarding the ship's progress with Captain J.C. Townley, R. D., R. N. R., on bridge of Berengaria.



The Bridge of the Mauretania. Two officers, four apprentices and quartermaster always on duty. All nine officers in Express Cunarders, from the Captain to the Junior Third Officer, must hold Master Certificates, qualifying them to be Captain of even the largest ships.



The "new Aquitania". After several months in the builders' hands, the Aquitania re-enters the service *virtually a new ship*. Sixty-four superb additional outside state-rooms with bath have been created out of one hundred and twenty-one former cabins on A, B and C decks. Many of these rooms take pride of place for size among the ships of the world. They strike a new note in Transatlantic luxury. A theatre and concert-hall, complete with the latest talking picture equipment, has also been added. Thus is confirmed and enhanced the Aquitania's pre-eminent status among experienced travellers who appreciate her singular grace and essential good taste.

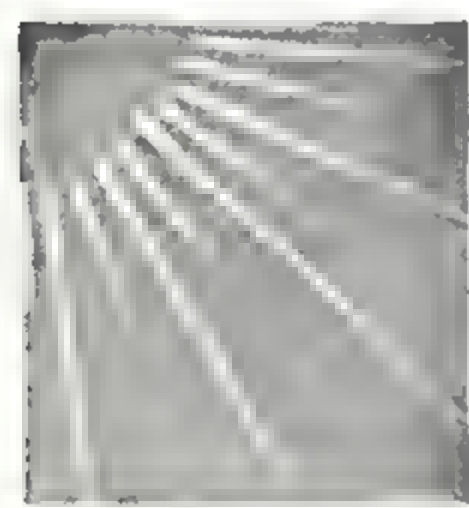
CUNARD LINE TO FRANCE AND ENGLAND

Express Service to Cherbourg and Southampton: first sailing of the "new Aquitania", January 11 . . . Berengaria, January 27. Frequent Cabin Class sailings from New York via Boston or Halifax to Plymouth, Havre and London, and to Cobh and Liverpool. From Montreal via Quebec to Plymouth, Havre and London, and to Glasgow, Belfast and Liverpool. From Saint John N. B. and Halifax to Plymouth, Havre and London and to Belfast and Glasgow.

CUNARD WEST INDIES CRUISES

Six 12-day MAURETANIA Cruises at \$155. up . . . Four 9-day FRANCONIA Cruises at \$102.50 up . . . FRANCONIA 10-day Cruise, \$112.50 up . . . CARINTHIA New Year's Cruise, 8 days, \$95. up . . . MAURETANIA Easter Cruise, 9 days, \$120. up . . . MAURETANIA Spring Cruise, 7 days, \$95. up.

SEE YOUR LOCAL AGENT • NO ONE CAN SERVE YOU BETTER • OR CUNARD LINE • 25 BROADWAY, NEW YORK



A Distinguished
WEST INDIES PROGRAM

Conte

by the

GRANDE

Aristocrat of Cruise Ships



THIS year more than ever the "Conte GRANDE" fills a definite travel need! . . . offering the rare luxuries, the "proven" ports, the warm-hearted Italian Line courtesy and finesse that have won the loyalty of initiated travelers. With her de luxe accommodations, complete program of cruise festivities, distinguished cuisine—and long calls in each port, thanks to her unusual speed—she provides the kind of cruise you are looking for! Eight different cruises to choose from, with six different itineraries. Abnormally low rates. Send for illustrated literature.

CHRISTMAS CRUISE

12 Days, Four Famous Ports, Dec. 23 to Jan. 4 / / \$145 up
CHRISTMAS at SEA • NEW YEAR'S in HAVANA

A festive sailing to Kingston (Jamaica), Colon and the Panama Canal, Havana for a red-letter New Year's Eve, Nassau and Paradise Beach. Special holiday program. Optional shore excursions at all ports.

Other winter cruises on the Conte GRANDE

16 Days, 3 Cruises—Feb. 11, Mar. 4, Apr. 8 / / / \$190 up
Fort de France, St. Pierre, Trinidad, La Guayra, Curacao, Colon, Kingston, Havana.

14 Days, March 23 / / / / \$167.50 up
Port-au-Prince, Jamaica, Colon, Havana, Nassau.

Also 9 Days, April 26, \$110 up—10 Days, May 6, \$110 up
To the MEDITERRANEAN, Holy Land and Egypt,
Jan. 7, 32 days, 13 calls, First Class \$510 up, Tourist \$225.

Also VULCANIA CHRISTMAS CRUISE to the Mediterranean, Dec. 22. Round trip, First Class \$368 up, Tourist \$207

Also Regular Sailings to ALL EUROPE via the De Luxe Southern Route. New fast express service on the REX and Conte di SAVOIA. Also regular express sailings on the AUGUSTUS, ROMA, Conte GRANDE and the Cosulich liners SATURNIA and VULCANIA.

Apply local agent or 1 State St., New York; 1601 Walnut St., Philadelphia; 86 Arlington St., Boston; 944 Arcade, Union Trust Bldg., Cleveland; 333 N. Michigan Ave., Chicago; 386 Post St., San Francisco; 1806 American Bank Building, New Orleans; Architects Building, 1133 Beaver Hall Hill, Montreal.



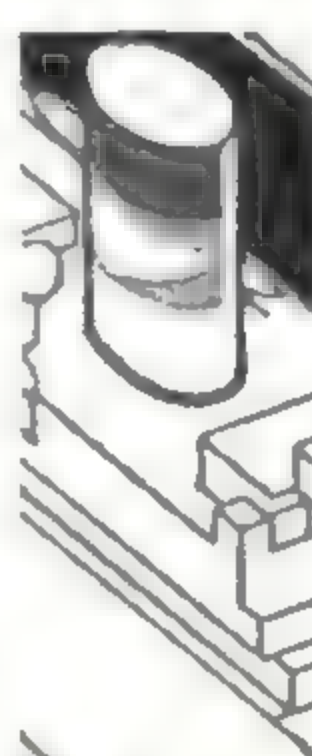
ITALIAN LINE

GREAT WHITE FLEET



NEW Guest Cruises

TO THE WEST INDIES and CARIBBEAN



TO CHOOSE from a famous group of spotless liners, led by six magnificent new ships . . . to enjoy an intimate voyage with highly personalized, more-than-merely-courteous service . . . to enjoy, besides, the most modern shipboard facilities with deck sports, dancing, outdoor swimming pool and a delicious "table"—that's what it means to join a Guest Cruise of the Great White Fleet! It's the smart way to see the real American Tropics—on a vessel built for the tropics with ALL OUTSIDE ROOMS and the newest type mechanical ventilation for tropical comfort.

FROM NEW YORK—A wide selection of cruises of 10 to 18 days or more—variously to HAVANA, JAMAICA, PANAMA, COLOMBIA, COSTA RICA, GUATEMALA. Rates vary from \$125 to \$195 min. depending upon cruise selected. Sailings Thursdays, Saturdays and Sundays.

FROM NEW ORLEANS—Cruises of 9 or 12 days or more variously to HAVANA, GUATEMALA, HONDURAS, PANAMA. Rates start at \$97.50 minimum. Sailings Wednesdays and Saturdays.

TO and From CALIFORNIA—New York to California \$200 up; New Orleans to California, \$200 up. Rates include maintenance at Isthmus between ship connections. Similar rates Eastbound.

No passports required. Optional shore excursions at all ports.

UNITED FRUIT COMPANY

Pier 3, North River or 332 Fifth Ave., New York
or any Authorized Tourist Agency

Choose the **SEA ROUTE** to **CALIFORNIA**

*Panama Pacific's "Big Three" have size
for comfort and speed for convenience*



The sea is wide... Ah, but what of the deck? It makes such a vast difference in one's pleasure, to have a really wide sweep of sun-deck... to stroll into hospitably spacious public salons... to enjoy a siesta in roomy, comfortable cabins... That, seasoned travellers stoutly maintain, is the luxury of "Elbow Room"... the charm of the "Big Three" to California.

And that, confidentially, is what makes those thirteen days so richly enjoyable when you go to California by sea on a Panama Pacific Liner. A dip in the large open-air pool... a delightful dance on deck... a vagrant hour basking undisturbed in the sun... While the mighty ship takes you with smooth, unnoticed speed to your destination—"The season" on the West Coast.

It's so sensible, too, making California your winter rendezvous... Almost by a flip of the finger you shut off those mounting expenses of a bleak Eastern winter in town or country homes.

Perhaps we'd better drop a hint—rates are the lowest ever, with an additional reduction of 25% on round trips by sea. So see your local agent now... the travel authority in your community.

THE 3 BIG
via Havana and Panama Canal

S.S. PENNSYLVANIA
S.S. CALIFORNIA
S.S. VIRGINIA

Each over 32,000 tons displacement
*The size to make you comfortable
—the speed for your convenience*

PANAMA PACIFIC LINE

INTERNATIONAL MERCANTILE MARINE COMPANY

No. 1 Broadway, New York; 216 North Michigan Avenue, Chicago; 687 Market Street, San Francisco.
Authorized steamship or railroad agents everywhere.



HAWAII... *Far away? ... Expensive?*
not with these fast ships and low fares!

Stateroom comfort blended with an artist's touch... on any of the famous Matson-Oceanic liners... "Mariposa," "Monterey," or "Malolo." A service deft and deferential... meals a world-famous restaurant would vaunt... social life that begins in the wide open spaces on deck, ripples through the sumptuous public rooms and winds up with a Broadway flourish in the brilliant veranda cafe.

Total the on-shore cost of a parallel regime. Compare with the cost of a ticket to Hawaii that includes all this. Reason enough for voyaging to those isles where they read of winter and wonder what it means.



MATSON LINE • OCEANIC LINE

■ **Fast Through Service to NEW ZEALAND & AUSTRALIA.** Honolulu is first port of call on a glorious South Sea voyage, via Samoa and Fiji to Auckland, Sydney and Melbourne, that opens a new world of travel lure. Extremely moderate First Class and Cabin Class Fares.

■ **New York to California... Maiden Voyage of the S. S. Lurline.** Sails from New York January 12.... Gala voyage of 1933.

Secure details at all travel agencies or **MATSON LINE • OCEANIC LINE**
New York • Chicago • San Francisco • Los Angeles • Seattle • Portland

HOTELS OF DISTINCTION



The
SAVOY PLAZA

Newer associate of The Plaza. Faces Central Park and offers the same excellence of hospitality and cuisine that distinguishes The Plaza.

HENRY A. ROST
President



The
COPLEY PLAZA
Boston



The
PLAZA

Ideally located on Fifth Avenue, at Central Park. The Plaza offers the highest standards of hospitality and cuisine. Near business, transportation, theatres, shops, yet away from the noise of the city.

FRED STERRY
President
JOHN D. OWEN
Manager



The
COPLEY PLAZA

Recognized as one of the finest hotels in the world, richly furnished, modern in every respect located in historic Copley Square, probably the most accessible and attractive spot in Boston.

ARTHUR L. RACE
Managing Director



The
PLAZA
New York

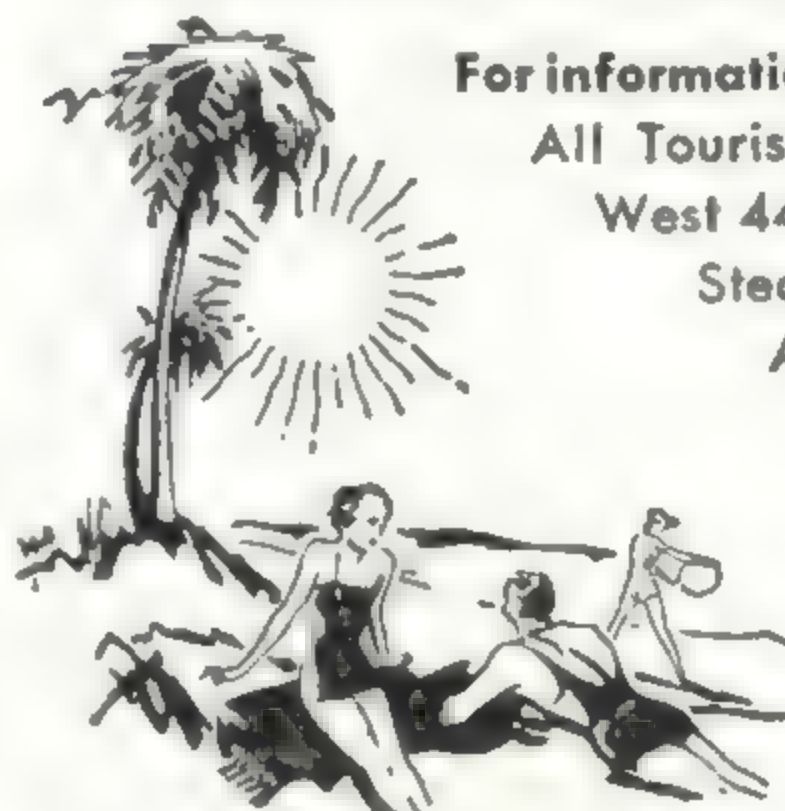
NASSAU Bahamas



Britain's "Isle of June"

The first thrilling sight . . . an Island of colorful sandy beaches ringed by swaying palms silhouetted in emerald waters . . . then ashore to the palatial New Colonial, the Fort Montague Beach Hotel, or to cottages nestling in vari-colored tropic gardens . . . tennis on faultless courts . . . golf by the sea . . . riding . . . motoring . . . fishing . . . yachting . . . glass-bottomed boats to see a paradise undersea . . . swimming unmatched the world over . . . a serene clime where sea-breezes keep an even temperature of 70 degrees. And the trip from New York (or from other cities by ship, rail or plane) . . . a glamorous voyage . . . your companions a gay, charming set who have found a Nassau tour or cruise the perfect combination of smartness and thrift.

The Sterling Exchange at Nassau increases the value of your United States and Canadian dollars by 30% and 25% respectively. Rates are extremely low . . . 40 shillings (about \$7 per day) for room with private bath and all meals in select first-class hotel. The steamer round trip rate from New York is extremely low.



For information, address: The Development Board, Nassau, Bahamas; All Tourist Agents; Nassau, Bahamas Information Bureau, 67 West 44th Street, New York, N. Y. Murray Hill 2-1152; Munson Steamship Lines, New York and Miami, Pan-American Air-Ways, New York and Miami; Nassau-Jacksonville Steamship Lines, Jacksonville; Canadian National Steamships, Montreal and Boston, Mass.

DEVELOPMENT BOARD
Nassau, Bahamas

For the first time, the

Statendam

TO THE
MEDITERRANEAN
EGYPT & PALESTINE



February 9th

For 56
Perfect Days

Two Classes Only

FIRST from
\$575

TOURIST from
\$295

THIS is the maiden appearance of the great Statendam in Mediterranean waters—a travel event of unparalleled importance. Those who know her trans-Atlantic reputation will appreciate the luxury and comfort in which her cruise passengers will view the fascinating life of the Mediterranean countries. Mysterious Egypt and the Holy Land, Turkey, Greece, the Dalmatian Coast, Italy, Africa, Spain, Carnival time in Nice, (Monaco). The itinerary has been carefully chosen to include every important place of interest. A glance at the rates will convince you of the unparalleled opportunity presented to those who can take advantage.



Full details from your
travel agent, or the

AMERICAN EXPRESS CO.
FRANK C. CLARK or

HOLLAND-AMERICA LINE

24 State Street, New York
and in all principal cities

For branch offices see Travel Directory on page 8



ENJOY winter months by summer seas, where California began and Mexico begins. Thrill to the colorful crowds and flying hoofs at Agua Caliente. Witness the gorgeous Rose Festival and Big Game at Pasadena. Mingle with the Stars at a Hollywood Premiere. Motor to the everlasting Desert . . . or try a hand at deep-sea fishing. —and why not? Hotel del CORONADO invites you.



Near all

Just across the bay from San Diego, the birthplace of California; 30 minutes of motoring to Old Mexico, Agua Caliente and winter Racing; plane, train, boat or motor, an hour or more to Los Angeles or Hollywood.

—Send for folder with rates—
MEL S. WRIGHT, Manager

Across the bay from San Diego
CORONADO BEACH · CALIFORNIA ·

"We threw away our Hooks and Eyes"
— says Sally Milgrim

new model closes with smallest, lightest slide fastener in the world



Nomore fumbling with pesky snaps! No more embarrassing popped-open spaces in your gown . . . the ever-annoying game of "national hook-up," is over.

A slide fastener now does the trick in the newest gowns. A tiny fastener . . . the smallest and lightest in the world . . . colored to exactly match or contrast the color of your gown! The correct name of this tiny slide fastener is Talon.

One easy slide of the Talon closes your gown in a continuous smooth seam that follows every fold of the sheerest fabrics.

The outstanding designers both here and abroad have adopted this modern closing . . . There's a store near you that always leads in style . . . they have or can secure these new Talon-fastened gowns for you.

The genuine Talon dry cleans without tarnishing or humping up.

New Milgrim Dress already on display at these stores:

I. Magnin & Co., Los Angeles, San Francisco
 Marshall-Field, Chicago • Milgrim Retail, N.Y.
 J. L. Brandeis & Son, Omaha • Meier & Frank,
 Portland, Oregon • Neusteter & Co., Denver
 Jordan-Marsh, Boston • Hengerer, Buffalo



Old-fashioned way! Popped-open snappers . . . bulges . . . ugly to see. Tedious to close. **Tiny Talon way!** One continuous seam . . . smooth, invisible. Quick, easy to close.

● Perky epaulettes lined with white accent shoulder width in this rough textured Enid crepe frock. A white lacquered Talonette closes front under the clerical bib. The slim, flat hipline is maintained by the use of Talonette fasteners at side openings.

HOOKLESS FASTENER COMPANY, MEADVILLE, PA. • NEW YORK • BOSTON
 PHILADELPHIA • SEATTLE • CHICAGO • LOS ANGELES • SAN FRANCISCO

THE SHOPPERS' AND BUYERS' GUIDE

APPAREL

SEND FOR BOOKLET describing clever new detachable lining. Makes any coat warm without altering the coat & without adding bulk. Amazingly practical. Price \$5.75. Peggy Skinner, 522-5 Ave., N. Y.

ART NEEDLEWORK

IMPORTED YARNS in mixtures, tweeds and real Shetland in natural colors suitable for sweaters, suits & golf stockings. Also the new ostrich feather yarn. Samples, Alice Maynard, 16 West 46 St., N. Y. C.

THE GIFT IDEAL: A piece of unusual needlepoint with its wools, to cover that odd chair. Henry Hesse, importer, 641 Madison Avenue, 59-60th Streets, New York City—Telephone Eldorado 5-4136

BAGS

LADIES' BAGS. We specialize in recovering and mending all kinds of bags. Models made to order in Tapestry, Needlepoint, Petit Point. Send for catalog. Wm. Nibur, 2432 B'way 510 & 669 Mad. Ave., N. Y.

HARRIET WEIL—373 Fifth Ave., N. E. cor. 35th St., Room 504, Telephone Caledonia 5-1746. Bags of all styles copied—repaired and relined. Pearls and beads restrung. Jewelry repaired. Moderate prices

BEAUTY CULTURE

EYEBROWS & LASHES darkened permanently with Colours. Eliminates daily make-up. Sold everywhere. \$1.25 postpaid. Treatment 50c at Spiro's, 26 West 38th St. & 35 West 46th St., N. Y.

MULTIPLE ELECTROLYSIS—Mary Elizabeth Scollan. Personal Service only. Free booklet. Address 1 West 34th St., near 5th Ave., Room 709, New York City. Telephone Wisconsin 7-7889

ELLA LOUISE KELLER'S personal method of Electrolysis satisfactorily destroys Superfluous Hair. Only method recommended by physicians. 11 W. 42 St., N.Y. Long. 5-6537. Also Chicago—Minneapolis

NATALIE TOVIM, Reg. Nurse, uses her improved method of painless electrolysis to remove superfluous hairs permanently, any thickness. Endorsed by physicians. Med. Arts Bldg., 57 W. 57 St., N. Y. Wick. 2-3841

MME. MAYS—Scientific facial rejuvenation; lines, wrinkles, freckles, blemishes removed. Skin restored to youthful freshness. Physicians' endorsements. Free booklet, 38 W. 53rd St., N. Y. Wickersham 2-7054

DR. C. C. COATES—507-5th Ave. Suite 702, N. Y. (Facial Surgeon, formerly with Dr. Pratt.) Face Lifting and Blemishes, Age Signs. Facial feature corrections. Appointments. Murray Hill 2-2379

DR. PRATT—PLASTIC SURGERY OF THE FACE. Correction of Lips, Nose, Ears & Neck. Face "Lift" or "Draw", and Over or Under Eyes. 500 West End Avenue, N. Y. Telephone Endicott 2-5417

SAMUEL P. GILMORE, Superfluous Hair, Facial Blemishes including warts & moles, permanently removed. References from leading physicians. Est. 40 yrs. 104 E. 40th near Park Ave., N. Y. Caledonia 5-5578

PERMA MASK BRINGS BEAUTY. Lines vanish, sagging muscles firmed, perfect powder base. Answers all complexion worries. Bottle \$1.00. Mail orders. Perma Facial, Inc., 119 W. 57th St.

FACE LIFTING by Bloodless Surgery—no cutting, no peeling. Only one of its kind in U. S. Removes all age signs without pain or season of retirement. The Renna Method, 171 W. 57th St., Circle 7-7127

PLASTIC SURGERY INSTITUTE—Correctional plastic surgery for facial or body defects; also breast lifting, face peeling, etc. The Waldorf-Astoria, 50th & Park Ave., N. Y. C. Eldorado 5-3000

MME. JULIAN'S HAIR DESTROYER eradicates all superfluous hair successfully. No electricity or poison. Established 1869. Address Mme. Julian, 11 East 49th Street, New York City

REDUCING & building up treatments. Colonic irrigations; electric cabinets & blankets; massage; ultraviolet & infra-red rays. Modern prices. Margaret Douster, reg. physiotherapist, 17 E. 45 St., N.Y. MO.4-7395

THE SHOPPERS' & BUYERS' GUIDE is a directory of specialized shops where you can find unusual articles and services you might look for elsewhere in vain. A check and letter will bring you satisfaction

BON VOYAGE & GIFT BASKETS

ALICE H. MARKS, 19 East 52nd Street, is showing a new assortment of Gift Baskets & Packages containing delicious tidbits to tempt the most fastidious. Mail orders given special attention. Plaza 3-7282

CHINA & ARTWARE

"CANADA'S MOST TALKED ABOUT GIFT shop." Wonderful selection of English Bone China. New Dinnerware booklet will be sent on request. Herbert S. Mills, Hamilton, Canada

CHRISTMAS CARDS

PENCIL SKETCHES . . . of foreign subjects \$1.25 doz; \$5.75 for 60. (Choice of Antwerp, Chinon, Florence, Montmartre, Stratford-on-Avon. Folder left blank. Helen L. Woerner, Plymouth Meeting, Pa.

CORSETS

MISSELEANOR, FORMERLY with MME. BINNER. Modern art in corsetry. The Strapless Brassière, for evening, a specialty. A perfect fit suiting your individual needs is guaranteed. 44 W. 56th St., N. Y.

AGNES MALONE, Corsets, Brassières, Lingerie Correctly designed for new fashionable silhouette. Individual models carefully fitted. Best materials. Moderate prices. To order & ready made. 19 W. 56 St., N.Y.

"LE CORSET JOUVENCE" gives youth. The latest creations in smart corsets and corselettes. Lines and fitting perfect. To order with imported materials from \$15. 11½ East 49th St., Volunteer 5-7258

New Bags and Old Monograms

Put on your thinking cap and see if you can't remember where you put that silver monogram—or perhaps it was a handsome clasp you planned to use again sometime? Anyhow, here's the Shoppers' & Buyers' Guide, with its "Bag" shops listed just over there on the left. If you're looking for anything of the kind you're sure to find it here—among other temptations.

Each of the shops listed on these pages is smart, and each is recommended by Vogue. They are caterers—to the discriminating tastes of Vogue's readers—and we suggest that you try out some of them.

If you do not find here the type of establishment or service you seek, write to the Shoppers' & Buyers' Guide of Vogue, 1928 Graybar Building, New York. We will be glad to direct you to the kind of concern you have in mind.

DELICACIES

GIFT SUGGESTIONS FOR THE HOLIDAYS and good things for the hostess—Fresh Beluga Russian Caviar 1 lb. \$9. Cooked Smithfield Virginia Ham, \$5 to \$9. Plum Puddings 1, 2 & 3 lbs. 80c, \$1.45 & \$2. Brandy Hard Sauce 45c and 90c. Fresh Assorted Salted Nuts 1 lb. \$1.50. Fresh Baba aux Rum serving 6 to 8, tin \$1.50. Distinctive basket of delicacies from \$5. Maison Glass, 15 E. 47th St., N. Y. Wick. 2-3316

VENDOME—Specialist in highest grade fresh Russian Caviar. Large assortment of all fine table delicacies. Write for catalogue V. 18 East 49th Street, New York City. Wickersham 2-2224

APPLE CONSERVE. Delicious, new, unique product from Shenandoah Valley apples & fruit juices. Box of 4-10 oz. jars \$1. Postage P. D. E. of Miss. \$1.45 West. W. T. Lupton Co., Martinsburg, W. Va.

DRESS SHOPS

JANE ENGEL—AT 1046 MADISON AVENUE. New York City, is known for smart hats and dresses at extremely moderate prices, catering to both misses and women. Tel. Butterfield 8-5016

EMILIE SHEFFIELD—one of those rare places where French ideas are adapted not just for Americans—but for you. Gowns and millinery. 485 Madison Avenue, New York City

DRESSMAKING & REMODELING

MISS VALENTINE—Dressmaker. Smartly sophisticated gowns and wraps designed. Imports expertly copied. Gowns carefully remodeled. Prices moderate. 605 Fifth Ave., New York City. Vol. 5-4941

MME. CLERY—HIGH CLASS DRESSMAKING. Evening Gowns and Wraps. Your own material used. Remodeling a specialty. Attractive prices. 820 Lexington Ave., N. Y. Regent 4-5847

JEANNE GREBERE—Designs, makes gowns, suits, wraps in latest intricate lines. Remodeling expertly done. Highest workmanship—moderate. Models copied. 796 Lexington Ave. (61 St.), N. Y. Regent 4-5466

I HEARD YOU SAY THE OTHER DAY . . . "If I knew a good dressmaker, I would go to her." Here she is . . . Marthe Gnaiké . . . Circle 7-2477; 226 Central Park South, New York City

MME. JEANNE GUASCH creator of dresses & hats . . . reasonable prices. Models direct from Mme. Louise Barré—copied to suit your type needs. Also domestic models. Phone: Academy 2-8536; 350 W. 110th St.

ENTERTAINMENT

YOUR INDIVIDUAL HOROSCOPE written in detail \$5.00; including two year forecast \$10.00. Send date, hour, and place of birth. Cornelia Kane—Astrologer, 509 Fifth Avenue, New York City

CHILDREN'S PARTY ENTERTAINER, magician with live rabbits, gold fish, etc. Marionettes, ventriloquist, Punch & Judy. Formerly with Tony Sarg. D. Belmont, 457 Fairview Ave., Brooklyn. Hegeman 3-4717

FURS

\$250 AND UP for beautiful, flat Caracul coats made to your individual requirements and measurements. Finest workmanship. Richard Koppen, formerly with Gunther. 17 West 45th Street, BRyant 9-3368

SAVE ON FURS. Expert fur buyer can obtain finest furs direct from high grade mfr's. at substantial savings. Style advice & service without charge. Inquiries solicited. H. Reich, 130 W. 30 St., N. Y. LO 5-1691

SILVER FOX—Premium furs from select new stock—direct from ranch. Perfectly conditioned for tailoring or ready to wear. Gorgeous offerings—unusual prices. Write for list, Twin-Birch Ranch, Doylestown, O.

THE SHOPPERS' & BUYERS' GUIDE will make your shopping easier. Identify yourself as a Vogue reader, and you can be sure of immediate and courteous attention in any of these shops

HAIRDRESSING ESTABLISHMENTS

J. SCHAEFFER, New York's leading Permanent Wave Specialist. All methods. Individualized service. Flattering effects. J. Schaeffer, Inc., 590-5th Ave. at 48th St., N. Y. BRy. 9-7615, & Hotel St. Regis. PL. 3-4500

CHARLES BOCK, authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Hair Goods. Charles Bock, 20 East 57th Street, N. Y. Plaza 3-5610

MARS—HAIRDRESSERS to the New York Society Woman. 47 East 58th Street between Park and Madison Avenues, opposite the Plaza Theatre. Telephones Volunteer 5-1187 and Murray Hill 2-9831

FIGARO is known for his distinctive work in hair and beauty culture. His permanent waves not only suit your personality but give you the utmost chic. 1 East 53rd St., N. Y. VO. 5-1831—5-1832

NICHOLAS—HAIRDRESSER—Specialist in hair coloring and reconditioning faded or badly colored hair. Permanent waves of individuality. Also bobbing & shampooing. 605-5th Ave., VOL. 5-0488

R. LOUIS presents Jean, just arrived from Paris with the newest ideas in hairdressing—some startling, some conservative. Acknowledged expert in hair coloring. 26 West 58th Street, New York

DIMITRY—Coiffeur to New York's gentlemen. Formerly the personal representative in this country of Antoine. Consultation by appointment. Salon at Milgrim, 6 West 57 St., New York. Circle 7-7200

HAIR COLORING

HAIR-COLORING DONE SCIENTIFICALLY on gray and fading hair, with beautiful, natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., N.Y.C. PLaza 3-0591

FRANÇOIS QUALITY TRANSFORMATIONS. restore your hair to its natural color and lustre. Poorly dyed hair corrected. Visit our new daylight department at 9 E. 49th St., N. Y. Plaza 3-6226

HAIR GOODS

MANUEL TRANSFORMATIONS, slight-proof parting, absolutely natural looking. Specialist in Wigs, Transformations, Gentlemen's Toupees. Booklet on request. B. Manuel, 485 Madison Ave., N. Y.

FRANÇOIS QUALITY TRANSFORMATIONS. Newest bob wigs of finest French hair—with invisible parting, light & comfortable—1932 prices—booklet. Mail orders. François Hair Specialist, 9 E. 49 St., N.Y.

CLEMENT'S Parisian Bobs and Transformations; undetectable; finest quality and workmanship; moderate prices. Booklet. Mail orders a specialty. B. Clement, 46 West 56th St., N. Y. C. (Est. 30 years)

HAIR & SCALP SPECIALIST

YOUR HAIR FALLING? Have scalp scientifically treated; original Waldmeyer & Betts Swedish Method. Anna S. Burke, 685-5th Avenue, New York City. Telephone Plaza 3-2812. Booklet

LACES

E. ZALLO—Est. 1903. Antique & Modern Laces, Linen, Bridal, Boudoir Laces, Banquet Cloths, Memorial Altar Pieces from your own laces, no piece too insignificant to remodel. Gifts, Cleaning, Mending. 561-5th Ave., N.Y.

LADIES' TAILORS

J. TUZZOLI makes a Suit, Coat or Gown for \$65 which cannot be duplicated under \$125. Quality and Materials faultless in Make and Fit. New Models now ready. Furs remodelled. 18 E. 53rd St., N.Y.C.

ANDRE BALOD, Tailor—Chapeaux Marthe—Hats, Suits, Coats, Wraps, & Furs perfectly tailored at conservative prices. Styles up-to-the-minute. Smart Hats to order. New location: 38 W. 56 St., Circle 7-8179

MENDING & REPAIRING

INVISIBLE REWEAVING—Moth Holes, Tears, Burns in Garments. Shine Permanently removed. Reliable service. Lowest Prices. Guarantee Damage Weaving Co., 146-5th Ave. (19-20 Sts.), Chelsea 3-2624

TEARS, BURNS, MOTH HOLES, of any fabric re-woven like new, linens specialized, also demoting, shine removal, guaranteed, parcel post service. French American Reweaving Co., 102 W. 57 St., N.Y.

ART NEEDLEWORK Repairers. All Tapestries, Linens, Damasks, Antiques, Silks, Brocades, Clothing, Rugs, etc. French Weavers. No damage is hopeless. (24th Yr.) La Mers Studio, 345 W. 58 St., N.Y.

MILLINERY

REMODELER OF HATS "A Hat of Yesterday"—redesigned into a "last word" creation. Smart new Hats to order. Mail Orders a specialty. Prices reasonable. Irene Franks, 48 W. 56th St., N. Y. Circle 7-6295

MISCELLANEOUS

WANTED . . . Women with extensive following to sell exclusive line of French Lingerie direct from Paris Mfrs. Liberal commission. References required. Write Apt. 10C; 124 West 79th St., N. Y. C.

NAME TAPES

CASH'S WOVEN NAMES for marking clothing, household and hotel linens, etc. Write for styles and prices. J. & J. Cash, Inc., 12th St., So. Norwalk, Conn., or 6203 So. Gramercy Place, Los Angeles, Cal.

PATTERNS

PATTERNS CUT TO MEASURE from illustrations, description of model. Fit guaranteed. Special attention to mail orders. Mrs. W. S. Weiss, 303 Fifth Ave., cor. 31 St., New York. Rogardus 4-0142

PERSONAL SERVICE

FOR THE SMART ECONOMIST . . . Slightly used apparel of the better sort re-sold. The Dressing Room Shop, 132 West 4th Street, New York City. Hours 12 to 7:30. Telephone Spring 7-0667

SHOES

SHOECRAFT SALON "fitting the narrow foot" in sizes 1-11 AAAAA to C. French and English models in street and evening footwear. Send for catalog VB. Fit Guaranteed. 714-5th Ave., New York

SHOPPING COMMISSIONS

EDITH V. STOVOL of the Associated Purchasing Agents, New York, shops for or with you in leading stores without charge. Free Shoppers' Magazine, 366 Fifth Ave., N.Y. Tel. Wisconsin 7-3288

MRS. SARAH BOOTH DARLING, Purchasing Agent. Accompanies out-of-town patrons; also shops for you. No charge for services. Shoppers' Magazine free. 155 W. 78th St., N.Y.C. TRafalgar 7-6450

GEORGETTE DUNBAR EVANS shops for or with you gratis. Shoppers' Magazine free. Purchasing Oriental & Hooked Rugs a specialty. Interior decorating. 522 Fifth Ave., N.Y.C. Murray Hill 2-1193

MRS. C. B. WILLIAMS, New York Shopper, will shop with you or for you. Services free. Send for "The Shopper" magazine. Interior Decorating. 366 Fifth Ave., N. Y. Telephone Wisconsin 7-0885

AUDREY T. McALLISTER offers her experience and service to you gratis; shopping for you or with you in the best New York shops. 551 Fifth Avenue, New York. Telephone Murray Hill 2-8179

YOUR SHOPPING made easier. We know merchandise, styles and economical ways to buy. Send for "The Shopper," Spanish clientele invited. Mrs. Lewis Middleton, 366 5th Ave., N.Y. Wis. 7-1683

NEW YORK SHOPS BROUGHT TO YOU. My free service brings you the Smartest Things at the most Reasonable Prices. Write for pamphlet. Helen L. Richards, 452 Fifth Ave., N.Y. PE. 6-6862

SOCIAL TRAINING

ACQUIRE THE ART of Public Speaking, develop personality, charm, poise, diction; overcome self-consciousness; private & class sessions. Moderate fee. Jane Spencer, 251 W. 92 St., N. Y. Schuyler 4-2307

TROUSSEAUX

PURPLE BOX, 11 East 55th Street, N. Y. Hand-made lingerie, negligees, linens, handkerchiefs. Monogramming a specialty. Unusual gifts for all occasions. (Workrooms at Crippled Children's School.)

WEARING APPAREL BOUGHT

MME. NAFTAL, Bryant 9-6268, will purchase at highest valuation slightly used gowns, wraps, furs, diamonds, jewelry, silverware. Write or call 69 West 45th St., N. Y. Bryant 9-6268, 9-6269

TEL. BRYANT 9-1376—MME. FURMAN PAYS Cash For Your Wearing Apparel, Diamonds, Jewelry, Silverware, Antiques. Full Value Guaranteed. Phone, Write or Call, 103 West 47th St., N. Y.

WEDDING STATIONERY

ENGRAVED WEDDING Invitations and Announcements. Everett Wadley Co. has for generations insured highest quality at reasonable prices. Prepaid Book Wedding Etiquette Free. 5 S. 11th St., Richmond, Va.

WEIGHT REDUCING

PAUL MILLER—Special reducing course—reasonable rates. Scientific Swedish massage, boxing instruction, correct dancing taught, acrobatics. Daily and Sundays, 54 West 74th Street, New York City

THE SHOPS OF VOGUE

SOCIETY



"COVERED TOES"

If you love to dance in sandals but dislike the toe-less types, you'll appreciate the chic of this new Shoecraft slipper. It is graceful, smart and above all, comfortable. Perfect with the new semi-formal clothes.

ENTIRELY HAND MADE. Black or dyeable white faille silk with satin insets traced in silver kid. \$15.50

Order by mail if personal shopping is inconvenient. Send for folder V17 of new Fall shoes.

SHOECRAFT

714 Fifth Ave., bet. 55th and 56th Sts., N. Y.

SPECIALISTS IN

FITTING THE NARROW FOOT AND HEEL

SIZES TO 11, WIDTHS AAAAA to C



GOWNS

RHODA

605 Madison Avenue, New York

★

Slater presents...

For evening—the correct, the smart and modern, the chic. The style pictured is one of a varied assortment, and the low price is typical of the entire offering.



Black satin or velvet with gold kid; also white crêpe with silver kid. \$9.25

J & J SLATER

In New York

415 Fifth Avenue • 15 East 57th St.

In Washington • 1221 Connecticut Avenue

"Style... and a touch of genius"

BIRTHS

NEW YORK

Ardrey—On October 30, to Mr. and Mrs. Rushton L. Ardrey (Elizabeth Johnson Wolfe), a daughter, Alice Gulon Ardrey.

Boots—On November 2, to Dr. Ralph Henderson Boots and Mrs. Boots (Lois Kingsley), a son.

Duval—On November 1, to Mr. and Mrs. Montague H. Duval (Elizabeth Murphy), a daughter.

Kaufman—On October 26, to Mr. and Mrs. Louis G. Kaufman, junior (Dorothy Dilley), a son.

Lowery—On October 26, to Mr. and Mrs. Marklove Lowery (Dorothy Applegate), of Utica, New York, a daughter, Mary Havemeyer Lowery.

PHILADELPHIA

Thompson—On October 23, in New York City, to Mr. and Mrs. J. MacNaughton Thompson (Anne G. Elliott), a daughter, Phebe Anne Thompson.

DEATHS

NEW YORK

Daingerfield—On October 22, Elliott Daingerfield.

Garrison—On October 19, in Seabright, New Jersey, Lindley M. Garrison.

Humphrey—On October 20, in Oyster Bay, Long Island, Theodore Friend Humphrey, husband of Martha F. Townsend Humphrey.

Sturges—On October 25, in Fairfield, Connecticut, Clarence B. Sturges, husband of Alice S. Waterman Sturges.

BALTIMORE

Milligan—On October 23, John J. Milligan.

Wilson—On October 26, Dr. Gordon Wilson, husband of Elizabeth P. Elliott Wilson.

BOSTON

Eustis—On October 29, William Elery Channing Eustis.

Foster—On October 29, Alfred Dwight Foster, husband of Evelyn M. Samborne Foster.

Richardson—On October 20, Dr. William Lambert Richardson.

CHICAGO

Freund—On October 20, Professor Ernst Freund, husband of Harriet Walton Freund.

Tenney—On October 29, at Winnetka, Illinois, Horace Kent Tenney.

CINCINNATI

Buzby—On October 29, Stockton Buzby, husband of Louisa W. Orrick Buzby.

PHILADELPHIA

Freeman—On October 26, Corinne Keen Freeman, wife of the late Walter Jackson Freeman.

PITTSBURGH

McGirr—On October 30, Frank C. McGirr.

WEDDINGS

NEW YORK

Abbott-Tatham—On October 21, in Saint George's Church, Mr. Lawrence J. Abbott, of Poughkeepsie, New York, son of the late Ernest H. Abbott and Mrs. Abbott, of Cornwall-on-Hudson, and Miss Anne Sands Tatham, daughter of Mr. and Mrs. Charles Tatham.

Backer-Hall—On October 21, Mr. George Backer, of New York City, son of the late George Backer and Mrs. Backer, and Mrs. Schiff Hall, daughter of Mr. John M. Schiff, of Oyster Bay, Long Island.

Baldwin-Vondermuhl—On October 29, Mr. James French Baldwin, son of Mrs. Margaret French Baldwin, of Boston, Massachusetts, and Miss Marie Louise Vondermuhl, daughter of Mr. and Mrs. Alfred E. Vondermuhl, of Montclair, New Jersey.

Ely-Ruxton—On October 14, Mr. Carl B. Ely, of New York City and Greenwich, Connecticut, and Mrs. A. Cronkhite Ruxton, daughter of Mrs. Ellsha P. Cronkhite, of New York City and Greenwich, Connecticut.

SAN FRANCISCO

Eells-Raymond—On October 7, in the home of the bride's aunt, Mrs. Charles N. Felton, Mr. John Shepard Eells, junior, son of Mr. and Mrs. John Shepard Eells, of Ross, California, and Miss Elizabeth H. Raymond.

SOCIAL EVENTS

NEW YORK

Colony Dances—On December 26 (Christmas Dance) and March 29, in the main ballroom suite of the Ritz-Carlton.

Friday Assemblies—On December 16, January 13, and February 17, in the Crystal Room of the Ritz-Carlton.

Junior Assemblies—On January 6 and February 3, in the main ballroom suite of the Ritz-Carlton.

Knickerbocker Assemblies—On February 25 and April 22, in the main ballroom of the Ritz-Carlton.

Metropolitan Dances—On December 28 and March 25, in the main ballroom suite of the Ritz-Carlton.

DÉBUTS

NEW YORK

Bedford—On December 27, at a dinner-dance in the Crystal Room of the Ritz-Carlton, Miss Ruth T. Bedford, daughter of Mr. and Mrs. Frederick T. Bedford, of New York City and Greens Farms, Connecticut.

Greeff-Marsters—On December 23, at a supper-dance in the Crystal Room of the Ritz-Carlton, Miss Marguerite L. Greeff, daughter of Dr. J. G. William Greeff and Mrs. Greeff, of New York City, and Miss Katherine Vail Marsters, daughter of Mr. and Mrs. Arthur Allen Marsters, of New York City and Morristown, New Jersey.

McKendree—On December 22, at a tea-dance and reception at the Hotel Carlyle, Miss Jane McKendree, daughter of Dr. Charles A. McKendree and Mrs. McKendree.

BUY IN BERMUDA.

Profit by depreciated sterling, and our low import duty. At Smith's stores you enjoy unbelievable savings in Women's Scotch Knitted 3-piece Costumes, Men's and Women's Topcoats and Men's Golf Suits, in hand-made Harris and Shetland Tweeds.





Many other lines of fine imported garments, attractively priced.

HA&E **SMITH LTD.**

Bermuda



It costs

to be distinctive

but

it certainly

pays

Your skin is individual—with a texture distinctly its own. Perhaps dry and sensitive... or a little too oily. Or, happily, quite normal. ... To bring out its fresh, radiant beauty, its natural vivacity, you need a soap individually designed for your skin. Such a soap is Pall Mall.

A special blend for each skin texture

Pall Mall makes a group of blends—each equally fine—each basically different. And among them is a blend as perfect for you as a specialist's prescription! One softens the parched, dry skin to creamy smoothness. Another transforms sallow oiliness to clear perfection. Still another protects that rare treasure, the normal skin. Select Pall Mall... the blend suited to your needs... and discover in your skin that flower-like texture and glowing youth so appealing to others!

A box of 3 cakes in bath size... or a box of 4 cakes in complexion size... \$1.00. Expensive? Surely! But such "extravagance" is justified when it brings you the gift of a glorious skin.

PALL MALL

THE SOAP OF DISTINCTION

A special blend for each skin texture

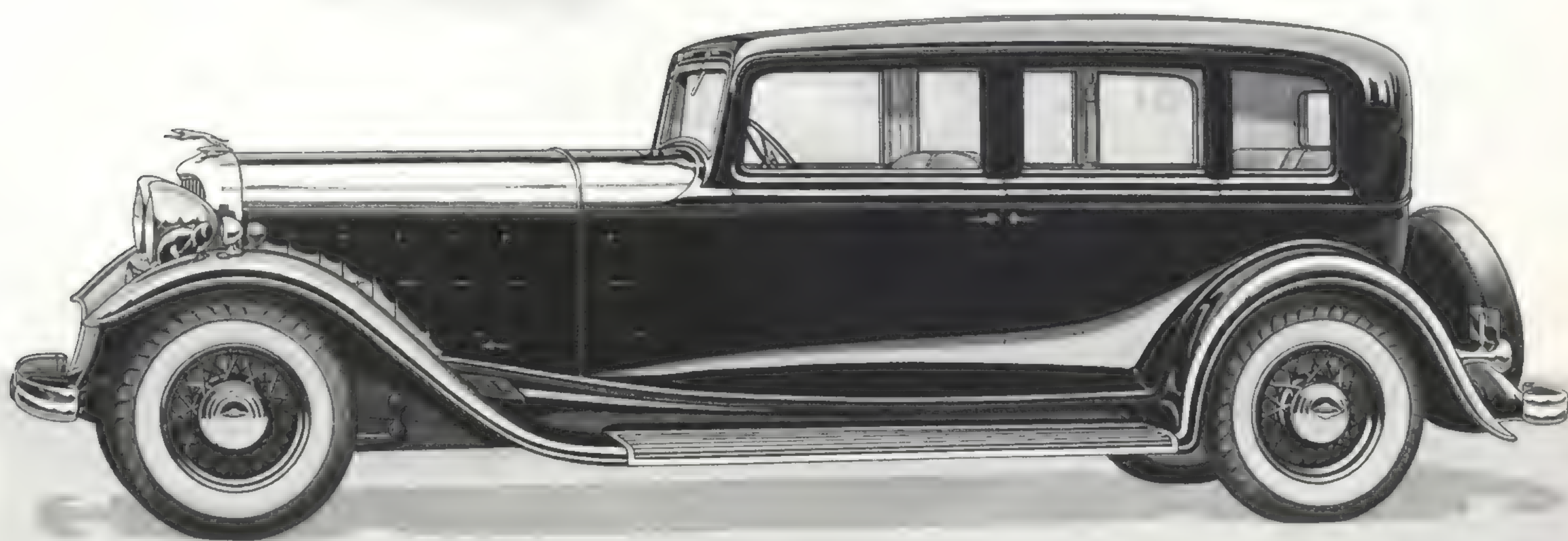
\$1.45 Beauty Ensemble Package \$1.00



Savon Coquet (two cakes), Savon Cheri, Savon Chic, Savon Castile—obtainable at all the best stores

Pall Mall Internationale, Wicker Park Station, Chicago

THE LINCOLN



THE LINCOLN V-12 CYLINDER . . . THREE-WINDOW TOWN SEDAN . . . \$4500 AT DETROIT

The Lincoln is not built to meet a price. Quality is the first consideration. Here is a motor car designed and constructed to a single governing principle—it must be the best that can be made. Following the established policy of the Ford Motor Company, Lincoln prices are as low as outstanding quality permits. The V-12 cylinder, with 145-inch wheelbase and 150 horsepower, is the finest Lincoln ever offered to those who insist upon the utmost in transportation. It is priced below Lincolns of the past—with full equipment, from \$4300 at Detroit. The 125 horsepower 8 cylinder Lincoln is built to the same uncompromising standards of quality. It is the finest 8 cylinder car in Lincoln history, priced materially lower than ever before—with full equipment, from \$2900 at Detroit. These motor cars today represent the greatest values ever offered by the Lincoln Motor Company.

V O G U E

Copyright, 1932, by The Condé Nast Publications, Inc.

HOLIDAYS AND
WINTER TRAVEL

Cover design by Erickson

HOLIDAYS

Feet first for Christmas	25
Razzle dazzle your own dresses	28-29
Gifts of good taste	38-39
Aids to the amenities	40-41
Shop-hound's Christmas tips	42-43
Beauty for Christmas belles	44

WINTER TRAVEL

The customs of our country	19-20
Travel in India	30-31
Down to the sea in the new ships	34-35
Bisecting the Americas	37

FASHIONS

Patou's new fur boa	21
Bright velvet for contrast	22
Leitmotif in bow-knots	23
Shooting clothes	26-27
Fashions of the Midi	32-33
Couturier designs	36
Clothes for the top of the world	50
Vogue's portfolio of smart economies	51-55
Round the world	56-57
Designs for practical dressmaking	58, 60

SOCIETY

Society	13
Mrs. Charles E. Mitchell	Frontispiece

MISCELLANEOUS

Vogue's-eye view of the mode	17
Back to normal	24
The gospels of beauty	45
A new idea for charity	46-47
Seen on the stage	48-49
On her dressing-table	62

ADVERTISING SECTIONS

Schools	6-7
Travel	8-10
Shoppers' and buyers' guide	12
American shops	13
Advertising index	78

Vol. No. 80 No. 12

Whole No. 1450



DECEMBER 15, 1932

THE CONDÉ NAST PUBLICATIONS, INC.

Condé Nast, President/Francis L. Wurzburg, Vice-President/W. E. Beckerle, Treasurer/M. E. Moore, Secretary/Frank F. Soule, Business Manager/Printed in the U. S. A. by the Condé Nast Press/Title Vogue registered in the U. S. Patent Office. Executive and Publishing Offices: Greenwich, Conn. / Editorial Offices—Graybar Building, 420 Lexington Ave., New York, N. Y.—Cable Address: Vonork, New York. Vogue foreign addresses: London, 1 New Bond Street, London W. 1—Cable Address, Volon; Paris, 65-67 Avenue des Champs-Élysées—Cable address, Vopar.

Subscriptions for the United States, Mexico, Panama Canal Zone, Porto Rico, Hawaii, and the Philippines, \$6 a year in advance. Single copies, 35 cents. In Canada, \$1.50 a year extra for postage. For other countries, subscription prices will be furnished on request. Address all correspondence to Vogue, Greenwich, Conn.

Change of address—Four weeks' notice is required for a change of address or a new subscription. In ordering a change, please give both the new address and the old address exactly as it appeared on the wrapper of the last copy received.

Copyright—The entire contents of Vogue—text and illustrations—are protected by copyright in the following countries and must not be reproduced in any manner without written permission: United States, Austria, Belgium, Bolivia, Brazil, Bulgaria, Canada, Costa Rica, Czecho-Slovakia, Danzig, Denmark, Dominican Republic, Ecuador, France, Germany, Great Britain and Colonies, Greece, Guatemala, Haiti, Honduras, Hungary, Italy, Japan, Luxemburg, Monaco, Morocco, Netherlands, Nicaragua, Norway, Panama, Poland, Portugal, Roumania, Salvador, Spain, Sweden, Switzerland, and others.

THERE ARE THREE VOGUES

AMERICAN, FRENCH, AND BRITISH

Edna Woolman Chase, Editor-in-Chief

Michel de Brunhoff—Editor of French Vogue
Alison Settle—Editor of British Vogue



YARDLEY'S *Orchis*

AMID the firelight and the pungent scent of spruce, the holly and the mistletoe, the candles and the wreaths of Christmas-time, think, for a moment, how enchanting Orchis will be. All the blended perfumes of an English garden . . . violets and honeysuckle; lime trees in flower, and roses blowing. The loveliest fragrance of summer held captive for your release . . . and even more beautiful in this winter setting. Orchis as a perfume has found a very notable acceptance throughout America. And Orchis as a fragrance for other preparations is equally delightful. The gifts photographed above are merely representative of the series: a powder compact, with rouge and lipstick in matching fluted silver cases, \$3.25; Orchis face powder, a very large box, and Orchis perfume, \$3.50; face powder, perfume, compact, lipstick, and rouge, \$6; the Orchis compact, with a metal flask of perfume for the purse, \$3.25. . . . The perfume, itself, may be had in sizes from \$1.10 to \$24. Yardley & Co., Ltd., 452 Fifth Avenue, New York; in London, at 33, Old Bond Street; Paris, Toronto, and Sydney.

Vogue's

eye view of the mode

LAST July, we sent out an S.O.S. for a new word to replace our tired adjectives. This is the moment to hand out the prize. A brand-new word has suddenly popped into circulation, as the following letter explains. It is from Harford Powel, of the powerful Committee of One Hundred, which has organized a National Quality Movement to stimulate the sales of quality merchants in this country. Dear Editor: The World has rocked on, since you and I toiled for Vogue in pre-War days. The word "Quality" had a meaning then. So had "Value." So had the words "Integrity," "Fitness," and "Fashion." But all these words are now like 1910 half-dollars—worn thin, smooth, and slippery. Therefore, many people are beginning to use the word "Q." "Q" is everything that quality used to be. It is more. It is tradition. It is gentility. It is common sense. It is aristocracy. Simpson's restaurant is Q. The Links Club is Q. Patou's dresses are Q. Napoleon brandy is Q. Elizabeth Arden's red door is Q. Somebody comes up to you in Majorca and says, "It's amusing, but is it quite Q?" Somebody looks approvingly at your hat in Aiken and says, "Very Q." Somebody shudders away from a stock of bargain-sale abominations in a vulgar store and says, "It isn't Q."

I am reporting this, Dear Editor, for your personal edification, if you have not heard it already. But I am sure you have. A man has to get up very early in the morning to out-report Vogue. You know all about "Q," but have you told all your readers, the most "Q-ish" ladies in the world? Yours faithfully—Harford Powel.



AT the upper right, observe Alex and Dorlee. They are dwarf-size Schnauzer-Pinscher terriers, vivacious, lovable, superior, and we present them in cold blood as the very latest thing in dogs. These little creatures are raised in special kennels in Switzerland and elsewhere in Europe. They are little known over here, but they are coming. We prophesy that they will take like wild-fire and will soon join the line of fashionable dogs—a list which runs, to date, in our memory, somewhat like this: pugs, collies, Pekinese, Airedales, wire-haired fox terriers, Sealyhams, and Scotties.

AT the left, the most distinguished hat of the moment in Paris, the new "aigrette hat" of Reboux, shown on the lovely head of the Baroness Edouard de Rothschild. Paris has developed a new passion for using aigrettes and wears them with the feathers shooting out from the crown, in horn-like wisps, in halos, in side sprays. We publish the hat only for your information, because in America, aigrettes are *verboten*.



CECIL BEATON

MRS. CHARLES E. MITCHELL

Mrs. Mitchell, of New York, Southampton, and Tuxedo Park, is a popular hostess. She is the wife of one of America's most outstanding bankers and has made a distinguished place for herself in society as a patron and connoisseur of music and a promoter of musical education

THE CUSTOMS OF OUR COUNTRY

IN SPITE of all the sub-rosa chatter that has gone on from steamer chair to steamer chair, and all the sotto-voce gabbling in the ladies saloons, not to mention the atrocity tales and post-mortems held in the bosom of American families after the fire has been successfully or unsuccessfully gone through, very little of actual fact is known concerning the United States Customs. Year after year, ladies coming in from Europe go right on feeling that sinking of the heart as the Empire State heaves in view and growing a little white about the gills as they pass the Statue of Liberty, without knowing anything about the workings of the ordeal ahead of them.

The confusion begins at the very start, on board ship, when the Customs declarations are handed out and every one sits down to long, gloomy seances with their bills. Then it is that the little women begin confiding their secrets joyfully in every one's ears. Rumours of a Mr. Edwards, at Murray Hill 00000, who will meet the boat and see you through float about. Tales are told of appraisers who can spot a Mainbocher at sight and detect the provocative whiff of "My Sin" ten feet away.

The superstition that a change of administration always brings about a new fierceness creeps around, and, as foreign labels float surreptitiously out of port-holes off Coney Island, the strong-minded take joy in frightening the wits out of everybody with old-wives tales to the effect that jewellers in Europe religiously report every sale, that every cabin-boy is listening to your conversation for profit, and that even the genial bar steward is in cahoots. The first of these last rumours is

manifestly untrue. Why should a jeweller of Carlsbad or the Ponte Vecchio find it in his interest to tell on his excellent clients, the Americans? Is it even conceivable that any French jeweller would aid and abet our hated tariff by tattle-tale letters? The American Jew-

ellers Protective Association is the real cause of unrest to any lady with a diamond bracelet up her sleeve, for, in order to protect the American jeweller, this organization invites reports from private persons all over the world—reports which they in turn pass on to the Government.

The Customs, itself, will admit to no steady, sinister connection between the personnel of any ship and the Government, nor will they admit that they send agents to mingle with passengers on ship-board and worm secrets out of them. They claim that they have no need of such secret service, because informing letters pour into their offices every day. It may be your stewardess who informs on you. It may be your bosom friend. It may be some conscientious citizen who has heard you bragging and unctuously reports your deviltry of five years back. This last year, there was the celebrated case of a man who reported on his own mother-in-law. Statistics show that, in most cases, it is a disgruntled maid who writes with obvious relish the news that Madam is bringing in a little sable wrap without the slightest intention in the world of declaring it. The United States Treasury pays for such information, twenty-five per cent. of the amount recovered. If the merchandise is valuable, this bonus paid to informants is often very high. Many a French concierge has retired for life on the proceeds, and, in some cases, the sum has run into such decimals that the maximum you can receive for a single tale-bearing has now been fixed at fifty thousand dollars.

All women disagree at the start on how the declaration should be made out. Most husbands disagree with both camps. Should you conscientiously list every last hairpin bought on foreign soil, or should you lump your purchases? To this, the Customs answer thus: You do not have to enter with quivering pen one hair-net—2 francs; one cuckoo clock—20 florins; one ikon—10 roubles; 12 post-cards of the Jungfrau—50 centimes Swiss. They prefer to have you lump small purchases up to fifty dollars: souvenirs—\$25; children's toys—\$40; junk—\$12. The Customs Officer is in duty bound to see everything you declare. If you put down that little hair-net and then can't find it, he, being only human, will rage within. Moreover, experience teaches that it is much easier all round if you translate your prices into dollars and cents instead of trying to talk business in ten different currencies.

The average woman lacks technique in handling the Customs Officer. As she nears the fatal desk where the uniformed examiners are handed out, her eye travels anxiously, too anxiously, along the line of waiting officials, trying to calculate which she will draw, looking wistfully for a kindly face. She gets her man and trots along by his side to her letter. At this point, women—even dignified middle-aged women—get coy. The average Customs official has been in the service for twenty years or more, and he is congenitally inured to sex appeal in any form. Little nervous jokes weary him. All feminine waving of the hands, he



"MADAM IS BRINGING IN—"

takes in the day's work. It is ninety-nine to one that he won't take a tip, and you are in danger of gaol if you offer him one. It is our opinion that there is no earthly way to soften the heart of a Customs official, unless you get him in an emotional crisis. If you happen to come in on Saint Patrick's Day and you have an Irish name, he may be kind. If you have landed on the morning after the birth of his first child, if he has a very bad cold in the head and so have you, or if the boat docks at 1:30 and the inner man is calling him to food, you may see a flash of human weakness. Otherwise, women are divided into two classes to him—those who pack the dutiable things in one place, easy to get at, and those who don't. Everything you declare should go in one drawer or two drawers, strictly segregated from your old duds. On the hangers, put all your French dresses to the fore. If you are bringing in a big quantity, buy a new trunk and devote it to the cause.

Although we go on bringing in trophies from Europe year after year, most of us do so blindly without knowing the duties. It is not true that wire-haired dachshunds cost more to bring in than curs. All dogs in good health come in as equals at 15 per cent. duty. Plants are apt to cause confusion. If your Swedish maid tells you that they made her throw away the myrtle plant that she had been growing for years for her wedding wreath, you can credit the outrage. The laws governing the entry of plants are



LOOKING FOR A KINDLY FACE

complex. Lily bulbs and hyacinth bulbs, for instance, come in free, but you have to get a special permit for gladioli. Recognized growers are usually able to get these permits unless their plants are frankly *verboden*.

Artistic antiques come in free, but the ruling is "made previous to 1830," and not "over a hundred years old," so it is not worth your while trying to foist a little 1870 what-not from the Paris Flea Market upon an appraiser as an 1832 model.

If you want to bring in jewellery, it is much better to bring in unset stones, because a diamond clip set in Paris will cost you 80 per cent., while the diamond alone will only cost you 10 per cent. And, curiously enough, if you have resisted the temptation of the big jeweller on the rue de la Paix and stepped up to the rue de Rivoli and invested in imitation jewels, you will have to pay an even greater percentage.

Most woollen clothes rate about 60 per cent., most silk dresses about 65 per cent. If you take linen over and have it monogrammed on the other side, it will come in as new. Monograms do not rate as repairs. Furs rate at 50 per cent., but, in spite of this, the smuggling on fur coats is greater than on any one item of clothing. If you are going to Europe with a very valuable fur coat, you can go to the Appraisers' stores on Varick Street and get a birth certificate for it, but very few take this trouble.

And what happens, you ask, if you get caught smuggling? What do they do to you? If they are suspicious that you are lying, they make you go to a desk on the dock and sign an affidavit that the garment in question was purchased in America. At this point, most women vacillate, and, having lied valiantly and worked up mountains of righteous indignation with splendid conviction, here they usually collapse suddenly and make a full confession.

Supposing then that you have collapsed and admitted to the Frenchness of your \$500 fur coat. The duty on this

is \$250, which added together makes \$750. You have to pay this \$750 plus an additional \$750 fine for smuggling; in other words, it will cost you \$1500 to redeem your coat. Supposing that you have brought in a little bottle of "Veuve Clicquot" or that you succumbed to the monks at Certosa and stowed away a flask of liqueur in your button box. You pay \$5 a bottle, and the bottle is smashed then and there against the side of the ship, and you are invited to step across the dock to witness the obsequies.

If, by any chance, you don't want to pay the big sum that redeems the smuggled goods, you can pay the fine and abandon the merchandise, which is then sent to the Seizure Room at the Army Base in Brooklyn, where it is sold at auction during December. This year, the goods will be on exhibit on the twelfth and thirteenth of the month for any who care to see, and will be sold on the fifteenth. The officials say that there is listed much perfume and at least one very good fur coat and some diamond watches. If any individual lot of merchandise is worth more than a thousand dollars, it is sold by the United States Marshal in big auction sales that occur at irregular intervals, after forfeiture proceedings are brought and finished in the United States District Court.

About eighty per cent. of tourist smugglers are women. One of the most curious cases in years was that of a Frenchman and his wife who came to America to visit relatives, bringing with them a French maid. The maid was an uneducated peasant woman, and she had with her a very flashy, fancy hat-box. In rummaging through it, the examiner discovered that it (Continued on page 79)



IT IS A MISTAKE TO GET COY

PATOU'S NEW FUR BOA



A brilliant idea from Monsieur Patou! Every one is talking about these new fur boas. He makes them in all sorts of ways—in one colour for day (particularly in grey) and even more strikingly in two colours for evening

Here, in three views, we show the most startling version of all, a black-and-white fox boa, long and infinitely supple, made to be slung gracefully around your neck, looped, unlooped, tight, loose, draped in any one of a thousand different ways over a furless evening wrap or over a very simple black evening gown

In these three photographs, Miss Agneta Fischer ties the boa first this way and then that, without being able to decide—and no more can we, for that matter—which way she likes it best, over her slender black velvet evening dress



HOYNINGEN-HUENÉ, PARIS



AUGUSTABERNARD (SAKS-FIFTH AVENUE) • AUGUSTABERNARD

Bright velvet for contrast

The tailored dress itself, "98," is of brown broadcloth, but nasturtium velvet gives bright contrast in the neck handkerchief and at the wrists

Blue velvet sleeves, cut on the bias, are pushed up tight, like shirt sleeves, on this black crêpe dress, "90," with soft drapery at the neck

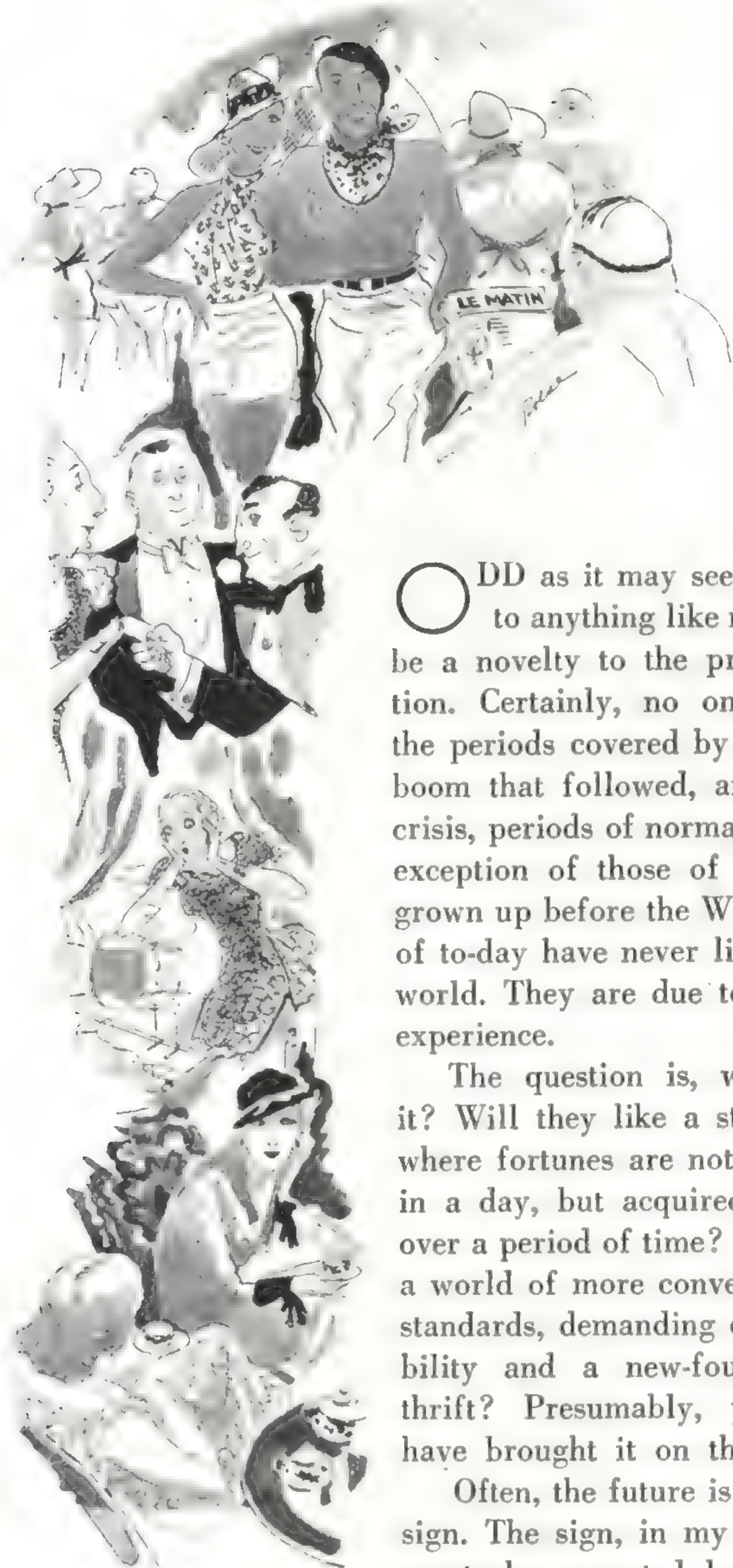


MAINBOCHER • MAINBOCHER (HATTIE CARNEGIE)

Concentrate all the attention at the top—is the creed of most afternoon dresses; to wit, this black crêpe, “953,” combined with pink marocain

A big, floppy bow of pale green Mongol crêpe rivets the eye to the top of this black crêpe dress, “952”—a bonanza to a plumpish woman

Leitmotif in bow-knots



BACK TO NORMAL

As seen by Him

○DD as it may seem, the return to anything like normal would be a novelty to the present generation. Certainly, no one could call the periods covered by the War, the boom that followed, and the recent crisis, periods of normality. With the exception of those of us who were grown up before the War, the people of to-day have never lived in a sane world. They are due to have a new experience.

The question is, will they like it? Will they like a state of affairs where fortunes are not made or lost in a day, but acquired laboriously, over a period of time? Will they like a world of more conventional social standards, demanding civic responsibility and a new-found belief in thrift? Presumably, yes—for they have brought it on themselves.

Often, the future is revealed by a sign. The sign, in my case, was the spectacle presented last summer, at Cannes, of a world gone native, the men dressed only in trousers and handkerchiefs tied around their necks, the women in shorts and triangular handkerchiefs, and all shod in the most open sandals. In Venice, too, the foreigners had so lost their sense of the fitness of things as to appear at dinner in polo shirts (to which the Italians strongly objected, for who can approve of dining in a Venetian *palazzo* in a polo shirt?). Everywhere, the undressed attitude had gone so far that the crowd was a revolting sight, wherein fat people, instead of looking like comfortably upholstered armchairs (which is the only respectable way for fat people to look), seemed like mountains of unattractive flesh.

"Put on your clothes," the crowd seemed to scream, "and come back to normal." We had gone too far and were spoiling our own fun. And this applies not only to beach clothes, but to every other exaggeration, such as cocktail parties, living by gambling on the stock-exchange, inviting gangsters to dinner, affecting too ultra-modern decoration, and a hundred other things, including the serving of food in the quick-lunch-counter manner.

Anything that is overdone is short-lived. And I think every one will agree that our generation has overdone the cocktail party. I am not speaking of the cocktail hour, which has for some time been an excuse for gathering a small group informally, but of that social affair which has only recently become so universally fashionable—the cocktail dinner-party. At first, it sounded like a splendid idea, but, in practice, it turned out to be one of the most unfortunate inspirations of modern society.

Although this type of party is an informal way of entertaining, it is one of the costliest ways that the modern hostess has ever thought out, in spite of the fact that it was invented for economy's sake. It is no economy to give up entertaining ten or twelve people at dinner and, instead, fill the house with forty or sixty people who have a capacity of from four to eight cocktails each, which induce a hunger that can not be appeased with anything short of half a dozen chickens, a dozen cold lobsters, dishes of spaghetti, pounds of caviar, a cold ham, and large quantities of salad, not to mention such dainties as almonds, olives, potato chips, and cheese straws, as well as the amount of cigarettes consumed and the number of extra servants behind the scene.

And, my hostess, have you ever looked over your house after the last guest has departed? Is it not a revolting sight, and is not the damage astonishing? You can control your own dinner-party, because people do not often come to dine unbidden, but did you ever have a cocktail where every other invited guest did not bring two or three people along? You might as well open your doors to the public and put up a sign, "Admission and food free."

In any case, the taste for hard liquor has been overcultivated everywhere, even in Europe, (Continued on page 71)





BRUEHL-BOURGES PHOTO

CONDÉ NAST STUDIOS

Feet first for Christmas

The first stocking is a sheer one from Proper and McCallum in "Sunray," an evening shade. Next is a fine mesh Gotham stocking in "Bacardi," a tone much lighter when worn

The Roman Stripe Rograin stocking from Combine Hosiery (third) has a dull finish and is in a neutral shade, "Gloria," that will go well with almost any new autumn colour

The Gothamette day stocking at the right is in a brand-new weave that doesn't run, in "Fawn-Brown"; Gotham. The upper mules combine leather and suède; Bergdorf Goodman

Gold kid trims the lower mules of red suède; from Saks-Fifth Avenue. The gay boxes appearing in the background are three of the many that are to be found at the Box Mart



FETTERESSO CASTLE, SCOTLAND • MR. AND MRS. COURTLANDT D. BARNES • MRS. HERBERT L. PRATT

SHOOTING CLOTHES

WOMEN are shooting to-day more than ever before. You are quite apt to be asked to go shooting next August, next month, to-morrow, perhaps even this afternoon. This page of tips will tell you what clothes you should take along. Cut it out and save it against that future day.

- In Scotland, wear a good rough tweed suit. See to it that the skirt is not too long. Have the jacket cut loose enough so that you can wear a sweater underneath and still have plenty of room to raise your arm to shoot. Leave off all beads, but wear a wool muffler around your neck if the day is chilly. Wear a felt hat with a brim turned down. This is most important, for, if the sun comes out suddenly and dazzles unshaded eyes, you will miss your bird. Take a good rain-coat along, one not too heavy. The sleeves should not be too short, and they should have some sort of arrangement for tightening at the wrist, so that the rain will not pour down your arm when shooting. Wear high-laced, hobnailed boots or brogans with canvas gaiters or those boots with gaiters at the top, thick stockings, and woollen gloves. Some cut off the tip of their gloves on the trigger finger. The English have a new thin water-proof glove that is excellent. For underwear, wear tights or heavy jersey silk bloomers, in a dark colour, so that they won't be too conspicuous when you ride to your butt.

- In America, shooting clothes depend enormously on the climate. In the South, the quail shooting goes on until about the first of March, and the weather is about like New York April weather—hot in the sun, but nippy. In South Carolina, Georgia, and Florida, almost every one wears riding-clothes, because you usually ride part of the (Continued on page 72)



MRS. ROBERT CASS



AT THE LLOYD GRISCOMS' PLANTATION AT TALLAHASSEE, FLORIDA

Mrs. Robert Cass is holding up the first wild turkey of the season at Thomasville, Georgia. In the Griscom party, on the top step are Miss Frances Griscom and Mr. Rodman E. Griscom. On the bottom step are Col. Lloyd Griscom and Mr. Clement A. Griscom



A MOMENT TO REST

Snapped on the moors with the Herbert Pratts in Scotland are Mr. and Mrs. Courtlandt Barnes, Mr. Joseph E. Davis, and Mr. and Mrs. Francis E. Powell, jr.

Another line-up (below) of the lively house-party at Fetteresso Castle, including three additional guests: Mr. and Mrs. Henry Fletcher and Mr. Morris W. Kellogg

The party below were shooting with the Joseph P. Graces in Scotland: included are Mr. Peter Grace, Mr. Archibald Williamson, Mrs. Frank L. Crocker, Mr. B. Winthrop, Miss Nora Grace

Also at the Grace picnic: Mr. Douglas Legge, Mr. M. Chapin, Mr. Joseph P. Grace, Miss Peck, Mr. Wyant D. Vanderpool, Mr. Lora, Mr. Michael P. Grace, Mrs. M. Chapin, and the Hon. Michael Beaumont



THE HOUSE-PARTY AT FETTERESSO CASTLE



LUNCH ON THE MOORS



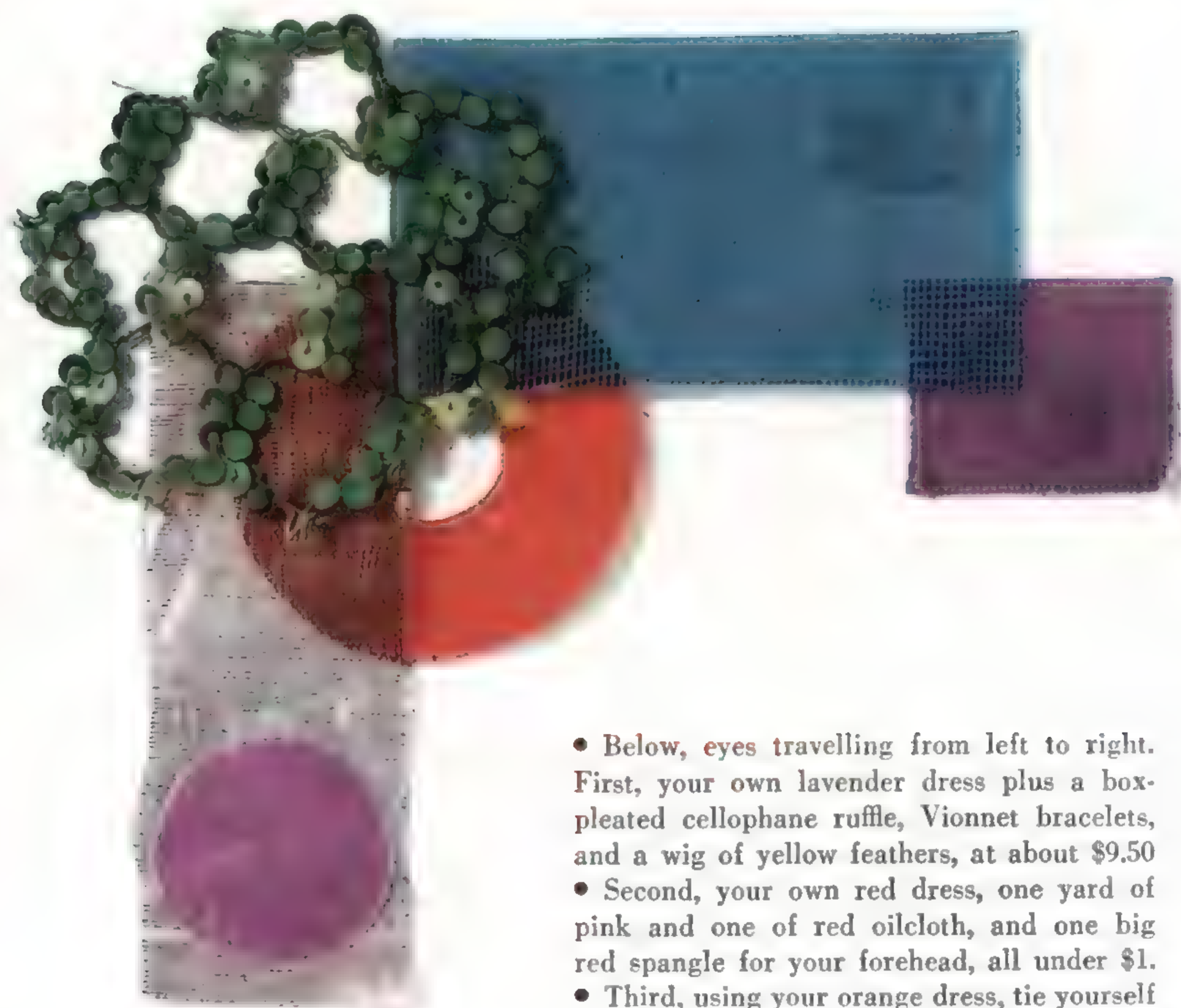
MISS NORA GRACE

RAZZLE DAZZLE YOUR OWN DRESSES

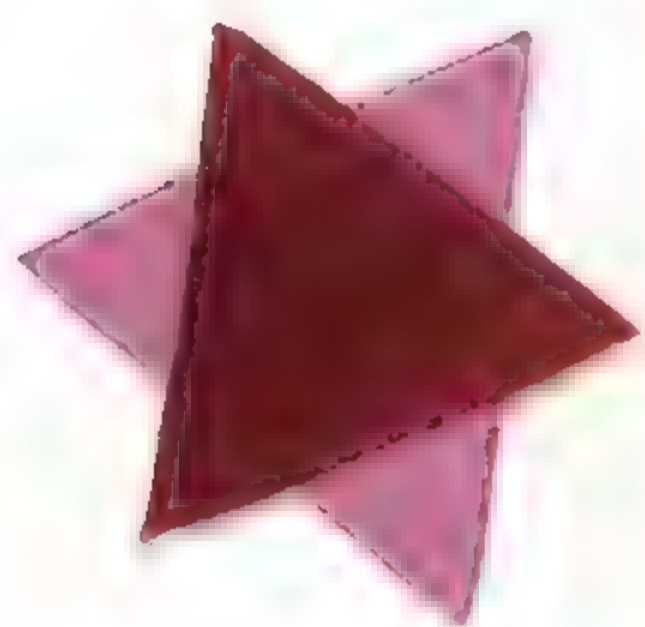
into gay fancy dress



- Eyes left. First, using your own black evening dress, add two yards of coq feathers and two yards of gold mesh. Behold an extravaganza of the first water for about \$3.50
- Second; two or three yards of theatrical Roman-striped satin for a slip, three yards of blue cellophane forming a huge bustle, three Vionnet bracelets; all costing about \$5.50
- Third; starting with your own old pink dress, make a wig, belt, and armlet of aluminum cloth, add four Vionnet bracelets and a choker of huge silver beads; about \$7.
- Fourth; your own white dress, plus a gold feather boa, a gold net veil, a gold cloth hat, and brown velvet gloves; approximately \$16
- These nine ideas are by that clever designer of Broadway costumes, Constance Ripley



- Below, eyes travelling from left to right. First, your own lavender dress plus a box-pleated cellophane ruffle, Vionnet bracelets, and a wig of yellow feathers, at about \$9.50
- Second, your own red dress, one yard of pink and one of red oilcloth, and one big red spangle for your forehead, all under \$1.
- Third, using your orange dress, tie yourself into an orange oilskin costume; about \$4.50
- Fourth (standing), dramatize a satin dress with a box-pleated blue cellophane ruche with green sequins rolled in the middle and green and blue ones on the arms; about \$3.50
- Fifth, add puffed silver cloth sleeves to your evening dress, pasted with dots of pink Metal Ray, for about \$3.50. For more directions and for addresses, turn to page 66



DESIGNED BY CONSTANCE RIPLEY

TRAVEL in INDIA

By Henrietta Sands Merrick

TRAVEL in India is easier and cheaper than in any country I know of, and as comfortable.

I can hear cries of protest from those who have crossed its dusty plains at the wrong season; and most people do visit India after the most delightful months are over. One should be there in December and January; even in February, an overcoat is needed after five o'clock, and I found light-weight silk-and-wool underwear comfortable even in the daytime.

By March, the heat is often severe, and, if India is visited as part of a world tour, one is apt to arrive there then. May is the worst month of the year, but the best in Kashmir, to which playground people then flock. In India, as everywhere, the closer one gets to the Equator, the hotter it is, and, in the far south, greater heat is to be expected. If Ceylon is to be visited, your passport must be viséed as for a foreign country. The authorities are very strict about this and refused to permit me to land at the northern port of Talimannar, as I had left my passport in Calcutta. I had to spend the night on the boat, sitting up and without food, the only white person within a night's journey in either direction, and I was deported next day.

Speaking as one who has counted every month of the calendar and some of them twice over in India, I know that my opening sentence is true, and my experience runs from the Arctic Circle to the Equator, as well as across the Himalayas into Tibet. I have had more trouble



THE HOTEL AT DELHI IS MODERN



COURTESY OF INDIA STATE RAILWAYS

lifting heavy bags up and out of windows of de luxe European trains, and more dirt in summer on our own trains, than I ever experienced in fifteen thousand miles of railroad travel in India. There, you never have to touch a piece of luggage yourself, and sweepers are available at every station to tidy your compartment, and your bearer will see that this is done for the fraction of a cent.

India looks inaccessible on the map, yet is easily and comfortably reached by air from London in a week. The P. and O. boats from England take about three weeks, and, if you happen to be in Egypt, you can pick up a steamer at Port Said and be in Bombay in nine days. You can go direct from New York to India by the Dollar Line or by the express service of the Italian Line, or take one of the big transatlantic liners on its world cruise.

India is worth a special journey all for itself. It seems a shame to dash through it, seeing only the ports of Bombay and Calcutta, and taking in only Agra, Delhi, and Benares en route between them. Some people make a hurried visit to Darjeeling, hoping to see the snows, and are apt to be disappointed in March; or they devote a day or two to Kashmir, then go home damning the climate and discomforts of India.

To me, India is the most fascinating land in the world, with greater variety than any other. There is everything, from ancient caves and the excavations of Greek cities, to the splendour of Oriental palaces to stir the imagination. Heroic stories cling to its ruins, and spiritual values force themselves upon you in the face of sordidness.

If you like sports, there is everything from fishing to big-game hunting. You can camp in comfort or adventure into wild country, and sheer beauty is spread lavishly before you in dense jungles or on high (Continued on page 68)



THE PALACE ON THE LAKE AT UDAIPUR



THE MAHARAJA OF KAPURTHALA INSPECTS THE GUARD



ONE CAN LIVE ON A HOUSE-BOAT AT KASHMIR



THE VICEROY'S CRIMSON-COATED BODYGUARD

Linen jacket with
milau turned up hat
All linen - hat, Lanou's
Tailored shirt, and skirt - Best
Cotton cordis coat - Best



Italian colours
in an evening
scarf - Altman

Canvas and leather bag
rope belt - Mrs. Franklin
Inc.

The anchor motif in a
sweater - Peck and Peck

The brassiere beach dress
of plaid gingham
at Altman

Seen at Brioni

FASHIONS OF THE MIDI

headed for Palm Beach

The "official"
costume—linen
or flannel
shorts



Over your
brassiere
bathing-suit—
linen jacket
and skirt



One of the St. Tropez
Sweaters—

BRIONI—This island between Venice and the Dalmatian coast is ablaze with Italian chic and Italian colours, with combinations of colour totally foreign to Paris, born under a blazing sun in a country where the sails shade from rust to flame, and houses are sky-blue, and washing hangs between tenements in patches that ravish the artist. The world is taking up the Italian idea. We are learning to wear black against our sun-burned skins, as they do. We are learning to mix Mexican-pink and red with joyous freedom. The Brioni beach in the early autumn was ablaze with the Roman stripes that decorated your sash when you were a little girl and your mamma had just come back from Europe. They were seen on beach suits and bathing-suits, on sports costumes, and even on the canvas sandals that everybody wore. And there were plaids, too, gay ones in the same Italian colours.

Shorts were enormously popular at Brioni—neatly tailored and made of heavy navy-blue or white linen or of heavy natural coloured tussur or white flannel, usually topped by navy-blue polo shirts or striped short-sleeved shirts (like the one shown at the upper left). And there were two-piece brassiere, bathing-suits, and washable wrap-around beach dresses galore. You put the second on top of the first, and were all dressed up. (Two of the sketches at the left show what they look like.)

Turned-up hat brims were another point worth noting—turned way up, like an angel-cake tin. Not much protection from the sun, but very, very flattering.

And everybody wore dark glasses out in the sun, decreasing eye-strain and increasing chic.

THE LIDO—Here, too, shorts were the thing, worn with tailored shirts, rolled socks, sandals, and broad-brimmed hats—often, big, flopping ones that would be smart with an afternoon frock. And a string of pearls is another nice inconsistency with this costume.

BIARRITZ—On this coast, no one looks nearly as naked as on the Riviera, but nevertheless every one wears as little

as possible, changes it as seldom as possible, and discards stockings altogether.

Much more wool is worn than at Cannes or at Monte Carlo, since the climate is cooler, and dark colours are much more chic than light ones on the beach.

Stripes are important here, too—and they are certain to flock to Palm Beach. Especially horizontal stripes. They are used in shirts topping navy-blue flannel slacks, in pyjamas, in men's beach robes and sweaters, in sports dresses, and in beach dresses like the very smart one that Patou made with a separate bolero jacket.

Away from the beach, one sees lots of apron dresses—which are really simple, wrap-around, one-piece dresses, usually sleeveless and serving the same purpose as the ubiquitous tennis dresses of other seasons. They look much newer than pyjamas, though these are worn, too.

Here, too, everybody wears sandals—of linen, piqué, or leather. Almost all the hats are large, and there are lots of pastel leghorns and Panamas with undulating brims and ribbons round the crowns.

SAINT-JEAN DELUZ—Twenty miles from Biarritz, dark flannel slacks and shirts are the chief costume—the shirts usually with candy-stripes, cut exactly like a man's and worn open at the neck.

As at other places along the Riviera, you dress and act as you please and can wear the most casual costume without feeling self-conscious—pyjamas and beach dresses all day long and backless beach dresses at night. "Native" influences—or sailor or peasant or what you will—keep every one cool and make the coast look like a South Sea movie.

EVERYWHERE—All smart women are perfectly coiffed and great attention is given to details of grooming, from lipstick to painted finger-nails and even painted toe-nails. For the Continental woman knows that to retain her chic, in spite of the fact that she's wearing flannel slacks and a polo shirt, she must give the impression of being the most soignée woman in the world and wear her most casual costume with the same grand air that she wears her newest Vionnet.



PRINCESS CONSTANCE PIGNATELLI DI MONTECALVO

AMBASSADOR GARRETT • MR. STOTESBURY



DOWN TO THE SEA

in the new ships

SINCE we last put pen to the subject of travel, there have been great changes on the ocean. New schools of ships are bobbing about on the waves, and life on them is not as it was before. The word "bunk" is practically obsolete. The new boats have been almost totally de-bunked, in favour of downy beds. Smoke-stacks are not the round, upright cylinders we used to draw on our first-grade pads, but elongated, exciting, sloping rakishly backwards to fit in with the stream-lining of the hull. The ignominy of the old public march to the bath, sponge clutched in hand, is practically over. The little white cabins with flowered curtains strung across upper and lower bunks, and the wooden wash-stand filled every morning from the top by Mr. Tubbs, the steward, are passé. Even modestly priced rooms have private baths.

Interior decoration has struck the ocean, and port-holes are camouflaged with Venetian blinds. Nothing is screwed into place any more. You don't have to sit about three feet from your table in the dining-room in order to accommodate a possible colossus who may have the seat on the next trip. Apparently, it was never really necessary. Nor are you boxed into air-tight saloons and smok-

ing-rooms. The new ships are breezy as yachts, with big French windows opening right out onto decks and views of the sea on every side. The most remarkable modern linoleums cover the floors, and yet, blessed relief, that old seasick smell of ship's rubber is gone. As for those old-timers who long for the days when hatchways were hatchways, let them continue to lie on their royal-purple air-pillows on dark promenade decks, if they will. Life is going on, on the vast new sun-decks, where you live the life of the seashore, sunburn in bathing-suits without any inhibitions about not being a lady, and swim in bigger and better salt pools than exist on most country lawns.

Yes, travel has changed. For those of you who are planning to take a trip, let us give you this more specific survey of the new ships as we have seen them.

THE "S. S. REX." The astonishing feature of this new Italian liner is its vast Lido deck, with its huge tiled pool, little tables with gay umbrellas where you can lunch, and its Lido Café Restaurant forming a wide terrace fronting the pool. For rainy days, there are squash racquet courts indoors and a shooting-gallery. And more astonishing still, this boat is literally a Spa. The thermal baths allow of your taking thorough cures, under the direction of the specialist on the ship's staff. And we are beginning to hear women talk of taking the cure on the Rex, just as they might speak of a cure at Baden-Baden or Salsomaggiore.

THE "S. S. CONTE DI SAVOIA." By the time this article is out, a new Italian liner will be added to the bobbing ships on the ocean, and this one probably won't bob at all, for the great Conte (Continued on page 79)



MR. HAROLD S. VANDERBILT



INTERNATIONAL NEWS

MR. AND MRS. WILLIAM WISTER



THE LIDO SUN-DECK OF THE REX

On board the S. S. Rex

MRS. HAROLD FARQUHAR WITH HER GREYHOUNDS



BACK VIEWS ARE SHOWN ON PAGE 66

COUTURIER DESIGNS

Covered shoulders and an Empire waist-line—these two important features are achieved with one stroke on this evening dress, No. 211, of rough silk crêpe, with a square décolletage. Designed for sizes 14 to 20; 32 to 38

You could make this ensemble, 213, of velvet or of semi-sheer crêpe (you see both above). And how smartly it summarizes the high lights of fashion—sleeves, neck-line, waist. Designed for sizes 14 to 20; 32 to 38

Both the high and the low waist effect are managed on this princesse dress, No. 212, of pebble silk crêpe. The diagonal seaming gives the body a wrapped look, and the collar is distinctive. Designed for sizes 32 to 40

BISECTING THE AMERICAS

A sixteen-day adventure



PERHAPS you are going out to "the Coast" because you have got some nefarious job in the movies. Perhaps you have a Californian beau and have fallen into the habit of believing everything he tells you. Or perhaps you are going just for the ride. It doesn't matter, but the latter is as good a reason as any, for it's one of the great rides that the ocean has to offer—down the east coast, through the Canal, to burst upon the Pacific and have it burst upon you with as much awed wonder as Balboa had when he (*not Cortez*) stood on the peak in Darien.

It takes you sixteen days on one of the new Grace Line boats. You are given a cabin so unlike the hard and forbidding type of be-bunked cell—all pretty and light, with a real bed—that you love living in it.

You start off thus. You embark one fine day from Manhattan, and, within the space of two days' sail, you are (without doubt) taking snaps of your fellow voyagers. A genial atmosphere develops, retarded not at all by evenings spent at the bar. By the time that Salvador and Haiti are sighted on the horizon, you are borrowing distance-glasses from what amounts to your best friend in the world.

Pretty soon after this, you find yourself looking out over a long pier swarming with very black people dressed in not very clean white suits. This is Puerto Colombia. Besides the coloured gentlemen, there are palms and flaming magnolias to be observed. This joint is the port for Barranquilla, and the latter, although all your friends tell you it is really nothing, is worth seeing if only as a first glimpse of the true tropics.

So, summoning all your trading instincts, you issue forth and bargain for the car that will take you the seventeen kilometres to Barranquilla. This is a matter of being deluged with gestures and

with Colombian Spanish. You pick out your Buick yourself. It has to be a Buick. Once upon a time, there was a bright young Buick salesman who went to Colombia. He has gone far. But the Colombians love their Buicks. They love the steering-wheel, brake, and horn impartially, and use them all—with some slight favouritism displayed towards the horn.

You find the country to be of a hilly, luxurious, tropical variety, spattered with the plantations of small papaya and banana growers, whose lives are really just one damn weed after another. Coming into the city, you find a very Spanish sort of atmosphere—grills, patios, and all that; an excess of donkeys and cross-legged natives; lots of little shops apparently left open to the four winds and the forty thieves. At the Hotel Del Prado, you eat a lunch that is a good introduction to the tropic diet, and depart for your ship.

Next morning, you are again awakened by ship-loading going on, this time at Cartagena. Here, sightseeing is sightseeing. The town has an ancient wall and two hills, one crowned with a monastery, one with a fort. On debarking from the launch on shore, you are met by a slight reception committee armed with grass baskets and more Buicks. Bargaining, you push on. The place is pretty Spanish and pretty unspoiled, although the natives are somewhat disappointing, dressing in unpicturesque and none-too-clean white, and

the heat is blistering. You drive, in your Buick, to see the monastery and the fort, the Inquisition house, and a few fine old churches, investigate the gourds and leather sandals in the market, and, by that time, you will be glad enough to call a halt and stop at the Cartagena Club for a Planter's Punch, pink and intoxicating. As for lunching about the town, you will find the beer good, the food—don't.

Next day produces Colón, like a rabbit out of a hat. This place marks the Atlantic end of the Canal. The steamer usually arrives about dinner-time, and you leap off the ship to have dinner at the Hotel Washington, one of the finest of tropical hotels. Another place you should get to is the "Tropic"—where the food is clean and recognizable. An ample wine list, and, all about you, M. P.'s, kilties, and just drifters create a nice atmosphere of glamour. And there is something called Bill Gray's cabaret which you have got to see, just because it is so very famous. The floor show is both naked and dull, but the music is good. Go late. Things start late in the *trrrrr*tropics, sir.

Next day, you can go shopping, of Panamanian, Hindu, or Chinese merchants, to buy, notably, linens and Panama hats, not missing the Hindu shop on Front Street, ending up with thirst-trouble at the Strangers Club, and getting back to the ship on time, for the captain pulls up the gangplank when he says he will, and, lovely as (Continued on page 74)



GIFTS OF GOOD TASTE



The snow scene which you observe above is none other than a cake—but what a cake! Gay little figures ski down the snowy slopes of its icing, and it couldn't be more fun for a party. It is from Dean's

Strung along the top (left) are miniature smoked tenderloins from Germany—the newest idea in hors-d'œuvres; Maison Glass. The bird in all its grandeur is a pheasant that Vendôme delivers cooked or uncooked as a royal gift for holiday feasting. Below it is a de luxe pot of caviar, boasting its aristocratic sturgeon; from Fortnum and Mason

Italian antipasto, the amusing hors-d'œuvres in the round glass jars, is packed in gay designs that make them Christmas cards in themselves; from Charles. They are flanking a noble pork pie that is one of the classic specialties of Fortnum and Mason

The little stone crocks in new shapes like Boston bean pots hold English Stilton and Canadian Cheddar cheeses in port wine; from Vendôme. The gorgeous pie, with brandy mellowing its mince meat, is made by Sherry in three different sizes, to serve from six to twelve guests at an old-fashioned Christmas dinner

If you want to delight the heart of the gentleman friend who believes that only he and God can make a salad dressing, here are French wine vinegar and "vintage" olive-oil for his delectation; from Charles. The pâté de foie gras (shown beneath the pie) comes in a ravishing jar with bow-knots and French peasant figures on it. It is from Maison Glass

At the right is a very grand waste-basket overflowing with cakes and candies all dressed up for Christmas; from Sherry. The tray at the left in the photograph is a gift for tomato-juice fiends, containing not only a shaker full of the juice and glasses with tomatoes growing on them, but actual tomatoes lashed to the tray. The second tray offers an individual coffee biggin, coffee, biscuits, and cigarettes; both from Alice H. Marks. The dark and luscious fruit-cake in the foreground is from McCreery's Hostess Pantry

Below, at the right, you behold the realization of a candy-lover's dream. In the foreground, we have Whitman's brand-new Allure package, gleaming in its orchid and silver, and directly behind it is the classic Whitman Sampler in its new Christmas dress. The "sap bucket" holds delicious little maple hearts, while the Johnston candies (background) are cellophane covered, so all the world can see their goodness. The French box with horses rampant and the little round box next to it hold home-made candies from Anne's. The Norris "Entre Nous box" with shaker and cocktail tidbits (left) and Carr's gay animal biscuits are from McCreery's Hostess Pantry

Directly below you see some gay new ideas from Schrafft's. The dark and shining Christmas-trees stand on chocolate bases. The chenille boot is packed full of candies, and the snowballs conceal candy within and trimmings of holly and ribbons without



MARTINUS ANDERSEN

Below is shown a white porcelain lamp of Empire design, touched with gold-leaf. Gold bands on the white vellum shade repeat this note; Edward Garratt, Inc. The Directoire crystal tumblers have gilt stars and rims; in three sizes; Chintz Shop. Each of the white porcelain jars shows a greyhound in his true colours; Bergdorf Goodman



THE 3



AIDS TO THE AMENITIES

The large photograph presents a group of potential gifts that any well-bred house might welcome. Comfortably related by their soft textures are the deep, stuffed chair in cream-pink dull satin and black-and-gold Regency chair with yellow moiré cushions. Stuffed chair from Grace Hyman Hutchins; Regency chair from the Westport Antique Shop

The feather flowers by Jac of London—lilies, delphinium, and stock—are available from the Westport Antique Shop. The circular Empire table of walnut with a black marbled top, from Van Nes and Stacey, holds a white Dresden porcelain group, from Edward Garratt, Inc., and alabaster lamp with a vellum shade, from Jones and Erwin

Flowers and leaves in soft greens, rose, and mauves decorate the cream ground of a four-fold painted screen by Hanley Henoeh. The faience breakfast service for six, on the table at the right in the photograph, has a design of flowers and hunting devices in bright colours on cream, and there is a tray to match; from Ruby Ross Wood

The tiered walnut occasional table, Provençal in design, is from the Arden Studios and may be had either with or without two mirrored shelves. It holds a covered dish of pheasant shape; Olivette Falls, Inc. The Moroccan camel's-hair rug is in white, latticed with a black design; five by eight feet; imported by Ruth L. Brooks



The group in the photograph at the upper right includes a pair of modern English cocktail glasses from a set of twelve at the Westport Antique Shop. Behind them is an oblong vase of heavy crystal with deeply cut bands, and a smaller vase, which is circular except for its octagonal bands. Both are from Elsie de Wolfe



A miniature mahogany plant table of Chippendale design dominates the group at the right; from Grace Hyman Hutchins. With it are shown a finger-bowl and plate of brilliant mirrored glass, from Olivette Falls. The modern English pottery tulip, made in deep greens, white, and rose colour, is from Elsie de Wolfe



SHOP-HOUND'S CHRISTMAS TIPS



...for Men

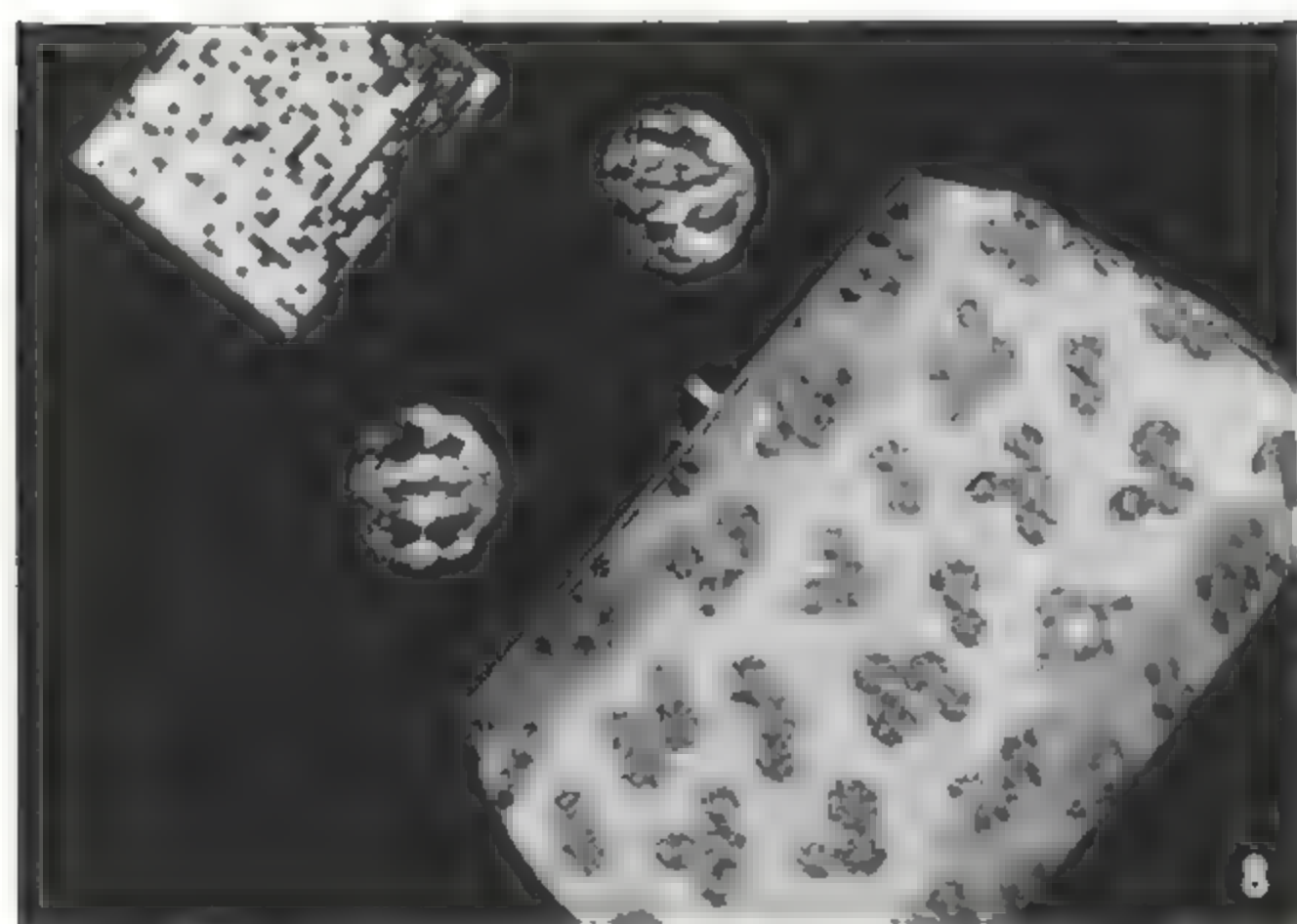
THE season of Gifts and Rejoicing is practically upon us, and it's high time we gave a thought to our men-folk and their Christmas.

First, a little something about bachelors. Mussolini put a tax on them several years ago, and it was a great bit of dictatorship, because bachelorhood is becoming alarmingly popular. There is no more of this sad-eyed business of a man going around with holes in his socks and living in a hall-room, because he has no sense of home making. Far from it; he has undisputable taste and knows about all the little comforts that simplify the mechanics of living. So join with me in selecting a bachelor's present.

- The L'Elan shop (recently moved to Fifty-Seventh Street) is active with ideas, one of its best brain-waves being a substantial beverage cart, made of metal and glass, that can be pushed around at a great rate (Continued on page 77)

Shop-Hound practically spends her life snooping about the New York shops. If you need advice, write to Vogue's Shop-Hound, 420 Lexington Avenue. (Please enclose a stamp)





...for Women

AN awful lot of nonsense is talked about women being easy to give presents to, because, the darlings, they are in the market for interminable novelty and do not, like men, forbid deviations from a strict list of acceptable gifts. But along about now, you get to wishing ladies' desires also were limited. Whatever you give them has got to be new and amusing, and you're *so* tired of it all. Ah, to be able to give them a pink sewing-kit and be done with it! Shop-hound, however, that tireless quadruped, has rounded up a large and astonishing array of presents calculated to please even the spoiled ladies. The ensuing account of Shop-hound's travels in the shops should enable you to fall gracefully into a relaxed position and forget your troubles. To the ladies!

• Nelson-Hickson has a lot of funny little fur jackets that would make knock-out presents, provided you can see your way to parting (Continued on page 71)



...for Children

HEIGH-HO! and now let's see what we can do for all the trusting little innocents who still think there is a Santa. You could—if you have their Future at heart—give one of those “angel” penny-banks up at Rena Rosenthal's. The Germans made them, in the form of angels—the implication being, no doubt, that you thus create your own “angel” to depend on in later life. One is a chubby cherub sitting on top of the world, another is a peasant-lady archangel with wooden wings, a third is an old German town hall, with a cupola housing three angels—all of which break into song when you bank a penny.

• Less mercenary and more humanitarian, if that's what you are after, is a feeding shelf for birds, which would be entertaining for a child who lives in the country. It's a sort of sheltered bird dining-hall to be hung outside a nursery window—so that the poor birds can get a square meal after the snow flies—and your child can look on meanwhile. This is at Max Schling's on Madison Avenue.

• When it comes to toys—one that had even this far-from-infantile brain by the ears is a darky tap dancer who will dance to any music he hears, keeping perfect time to a phonograph, piano, radio, or your own sweet voice. (Continued on page 78)



1. French taxi horn; Abercrombie and Fitch. Globe table lighter; Stein and Blaine. British gambling game, “Home Tote”; Dunhill
2. Glasses neatly numbered so you don't get some one's else drink; Saks-Fifth Avenue. Masculine bar napkins; Abercrombie and Fitch
3. A wool tie and muffler and knitted evening scarf; De Pinna. Chamois gloves; Brooks Brothers
4. Eastman kodak; special lens. Travelling-clock that winds when opened or closed; Abercrombie
5. At last, a black enamel evening case for twenty cigarettes; Altman. Pipe and knocker ash-tray; from MM Importing Company
6. Oak and silver toilet bottles for men—yes!—and a case to mind collar buttons; Arden Gallery
7. Faille vanity-case; Jay-Thorpe. Enamel and marcasite cigarette and vanity cases that spring open in the centre; Bergdorf Goodman
8. Mosaic mirror cigarette-case; Elizabeth Arden. Shoe buckles like Kohinoors; Saks-Fifth Avenue. Silver cloth bag; Bergdorf Goodman
9. Pleated wool scarf; Saks-Fifth Avenue. Schiaparelli pouch gloves; Carnegie. Bracelet; Jay-Thorpe
10. Gingham lap-board; Vab Shop
11. Funny ram; Pitt Petri. Nice gingham Scottie; from McCutcheon



MARTINUS ANDERSEN

Beauty for Christmas belles

New perfume—a perfect gift for any Christmas belle. Caron's enchanting "en Avion" (foreground), in its graceful flacon, has an amusing outer wrapping like the air-mail packages in France. Behind it stand Chanel's "Ivoire"; Jean Patou's "Invitation" (Jay-Thorpe); and Lucien Lelong's "Whisper"

Peggy Sage's manicure kit, encased in the grand manner in white pigskin, appears at the top of the page. Near it are two scent bottles and powder-jar sets for the lady who goes in for dressing-table décor: of opaque white glass, Arden Galleries; modern gold-banded crystal, from Bergdorf Goodman

At the right is Ciro's "Surrender," in the new smaller bottle, with jewel-like faceting. The vanity-cases (top to bottom) are Lucien Lelong's "Grande Baguette" with both rouge and powder; a new envelope case from Jay-Thorpe in smart colours; and Dorothy Gray's newest loose-powder case



No. XXIV: Of Thee I Sing, Beauty

THIS, mesdames, is the final, reechoing blast from the bright horn of Vogue's Gospels of Beauty. Throughout the year, beauty has walked abroad in these pages—luring, admonishing, instructing, cajoling you into the rites and ramifications of acquiring for yourself a guaranteed, first-class, highly polished set of good looks. The blush of a rose, the curves of a modern Venus, the grace of Galatea, the shining locks of Rapunzel—all, all have been set down in concrete terms of how to go about acquiring them for yourself. Now, these present words are written with the purpose, terse and simple, of saying—It's Up to You!

If you have read through these Gospels and thought only that blue eyelashes might be amusing on somebody else; that the new short ringlets look gay, but are too much trouble; that you would really like a facial, but you'll never get around to having one—then, as far as you are concerned, this saga has missed its aim. But also something far, far worse than that has happened. For the moment that any woman in the world begins to regard her appearance in her own mind as a fixed, unalterable quantity—that same moment, some vital, shining part of her is extinguished forever, and something very dull and stolid settles down in its place. Once the door is closed on new ways to beauty, it shuts out a good deal more than clearer skins and better figures. It destroys those potential personalities that psychologists tell us are lurking behind our ordinary selves.

A dose of new beauty acts just like a cocktail, breaking down inhibitions and putting new fun in life. Suppose, for example, despite all the to-do that has been made about it in these columns, you haven't yet given in and made up your eyes of an evening. Then, suppose you do—equipping yourself, say, with a light brown liquid mascara, one of the new deep blue eye shadows, and some of those drops that make your eyes sparkle. Suppose you put them on skilfully and go to the party. Not only do your eyes look glamorous, but so does the evening! You can't do anything as eventful and as flattering as this without accomplishing far more for yourself than the effect of the actual cosmetics.

Or, consider the woman who has allowed herself to slip into the fattish forties. In the eyes of those who behold her, there is definitely established the image of a large, a too-large, lady. If she suddenly calls a halt, and looks to her figure, her transformation is not only physical, it is mental.

She has a new vitality; a new verve that you note as immediately as you do her new figure. Furthermore, she is healthy, because she is doing the reducing under her physician's supervision, or at an exercise salon. She isn't a bore about it, unless she is a bore by Nature, because dieting isn't a fad or a gamble, any more. It is the sensible, accepted course women follow who are in-

tent on keeping fit. But, if she doesn't look to her figure; if she reads such words as these without even realizing that they apply to her—then what? Then, no matter how complacently she may slide into the fat fifties, she has definitely lost something of value out of her life that she might have had for the taking.

Or, take the matter of the coiffure. It is the easiest thing there is about us to change, yet we go on smugly wearing it the same way that it looked well year before last—or ten years ago, Heaven help us!—with no regard for the fact that we are ruining the chic of every hat that we put on our heads. What is it that requires so much courage about saying to a hair-dresser, "I want to change my hair"? And, once a woman gets herself organized to the point of having the inevitable roll cut off or turned up, or curled in, how much younger her head looks, how young the high line of the hair is. How twice-as-soigné her hats!

And, so it goes. A smooth, pearl-like lotion for your arms (perhaps in a mauve shade for evening) not only makes them lovely to look at, but they move more gracefully because of it. Bright finger-nails (the new clear tomato and Chinese-red and pigeon-blood shades) not only look gay and amusing—they are actually a minor adventure if you haven't tried them before. A facial treatment in the supple hands of an expert (even one of those "freshen-up" treatments of briefer time and smaller price) doesn't stop at giving you a new face—it gives you a whole new point of view on life. The thing is never to forget for a minute how far one active step towards beauty takes you! We've at least shown you the way during the course of these twenty-four articles. Now, ladies, step out.

(This article completes Vogue's twenty-four Gospels of Beauty. If there is any information you would like concerning any of the preparations or treatments referred to in this, or any of the preceding gospels, we will be delighted to supply names and addresses upon receipt of a stamped and self-addressed envelope sent to Vogue's Beauty Editor.)



A NEW IDEA for CHARITY

Here is a new, sugar-coated charitable pill, invented by Miss Elsa Maxwell, that indefatigable party-planner, but good to administer in your home town, if the funds of your pet charity are ailing. It's an exhibition, but it's an exhibition of paintings by people who don't paint—or, at least, who never painted before. They all protested, of course, when they were first approached, but, once persuaded to try their hand, they were as eager as any aspiring artist to be "hung."

It was a very bad exhibition by a real artist which gave Miss Maxwell the idea. "Anybody could paint as well as that," she thought, when she went to the *vernissage*. And sure enough—practically everybody could, and did, when Miss Maxwell asked them.

She first collected a large group of paintings by well-known people in Paris—well-known, that is, for anything but art. She then brought the pictures to America, added local talent, and opened an exhibition, which a very paying public is eager to see, for the benefit of the Bellevue Hospital and the Lisa Day Nursery. The pictures are hung as carefully as though each one were the work of a Great Master—and who knows, after all, but that a Great Master may be discovered among them?

Some of the paintings in the exhibition, which later will be shown in London and Paris, are illustrated here.

No. 1 is a futuristic portrait of Lady Mendl, which was done by John McMullin. No. 2 is a portrait of Princess Cito di Bitetto by the Comtesse Andi di Robilant. No. 3, by the Comtesse Pecci-Blunt, is a painting after the manner of Picasso.

No. 4 was drawn by Mrs. Harry Gray.

No. 5 was painted by Madame Mulhstein. No. 6, a sketch of the Temple of Pæstum, is by Richard Delano, junior. Miss Maxwell (Continued on page 75)





MARGUERITE CHURCHILL IN "DINNER AT EIGHT"

STEICHEN

WHATEVER he may say of a playwright, the critic of the drama, be he ever so callous, hesitates before using one phrase. For, from that phrase there is no redemption—it brands, indeed it damns. The phrase is “Gone Hollywood.” In drama circles, it means that an erstwhile dramatist has become immersed in cinema tricks, that he is attempting to employ them in a medium which reveals them for what they are, to which they are alien, and which they cheapen irreparably. The phrase, when the critic has the temerity to use it, carries the implication that the one who has gone Hollywood should stay there.

Two seasons ago, Sidney Howard, after a long dramatic silence and an equally long activity on the West Coast lots, wrote a play called “Half Gods” which Arthur Hopkins produced. The exhibit convinced all theatredom—except a few die-hards—that the author of “They Knew What They Wanted” and “The Silver Cord” had gone irretrievably Hollywood, that he had sold his dramatic talent for a mess of monetary pottage. Now he has come forth with “The Late Christopher Bean,” a free adaptation of a French *divertissement*, and all theatredom is admitting it was mistaken. It is announcing its error in loud, joyous cries, the kind of cries which quite possibly greeted the return of the Prodigal Son.

“THE LATE CHRISTOPHER BEAN” belongs to the theatre; it is sincere, high-grade comedy; it never once stoops to that lowest common denominator which producing for all classes in all climes necessitates. Its laughs are continuous and legitimate—they come normally, inevitably from the situations, not from any pandering through physical manœuvres to sadistic merriment.

Howard has transplanted the play from France to New England. And whatever it may have been in the original, at Henry Miller’s Theatre it is true to New England.

SEEN ON THE STAGE

by David Carb

It tells with hilarious irony a tale of posthumous fame. Christopher Bean was a painter who would have starved to death had it not been for the generosity of a country doctor (“not far from Boston”), his family, and their servant, Abby. When the play starts, he has been dead several years, and Dr. Haggett and his wife and daughters have thought so little of his paintings that they have put some of them on a fire, patched a chicken-coop with one, “disposed” of them all. The family is unaware that New York has “discovered” him, that *The Atlantic Monthly* has published his letters, that belatedly he is being hailed as a genius. They learn those things when a racketeer who pretends to have been a friend of Bean’s, a metropolitan art dealer, and the art critic of *The New York Tribune* descend upon them—the two former hoping by arriving ahead of the news to procure the canvasses for small change. The critic reveals their value, and the New England acquisitiveness asserts itself; the bargaining instinct seizes and dominates Dr. and Mrs. Haggett. Only Abby, the servant, who took care of Bean, even knitted a sweater for him, and was the model for his masterpiece, is not dazzled by the dream of wealth; he meant too much to her as a person. When low bids are rejected and many thousands of dollars are offered, she continues to refuse to part with the portrait of herself. She, also, it is revealed, saved the other canvasses from the flames.

Although Pauline Lord as Abby is starred, Dr. Haggett (played by Walter Connolly) is the leading rôle. And that causes the play’s one weakness. For the Doctor irritates at times—he is made too mercenary, and unnecessarily. Had he shown occasionally an inclination towards generosity, which his wife severely subdued, none of the values would have been imperilled, and he would be “sympathetic.”

Gilbert Miller has assembled an unusual cast and directed it admirably. Miss Lord has not been so good in several seasons; she plays with a whole-hearted, lusty vigour, a penetrating forcefulness—she has, in short, once more “found her stride.” And all those who saw her in “Anna Christie” and “They Knew What They Wanted” know how fine that is. And unique.

Walter Connolly, too, has never been in better form—which is very high, indeed superlative praise. Beulah Bondi impersonates his wife flawlessly. But then, no fault can be found with the work of (Continued on page 75)



STEICHEN

TWO DORIS HUMPHREY DANCERS IN THE HYSTERICAL SHAKER DANCE OF "AMERICANA"



ANTON BRUEHL

Clothes for the top of the world

The first skiing enthusiast, Miss Mary Kernochan, wears a heavy green sweater and a knitted Schiaparelli cap; Bergdorf Goodman. Waterproof mittens; Abercrombie and Fitch

Mrs. Francis McNeil Bacon, third, had this black wool suit with a waist-length jacket made at Saint Anton. A knitted wool band serves as a cap, leaving the top of the head bare

Mrs. William Gaston's blue gabardine suit is a skiing classic; Fortnum and Mason. String gloves; Brooks Brothers. Norwegian cap, skis, boots, and poles; Abercrombie and Fitch

Vogue's Portfolio of Smart Economies

WHEN all the Christmas glitter has been cleared away and you sit exhausted, taking stock of the Yuletide loot—the gift that rises up to make it all seem worth while is usually the gift that you can put on your back. Times being what they are, we've had a change of heart about the practical, sensible gift . . . in our chastened eyes, it now seems by far the most enticing plum to pull out of the Christmas pie.

And so we have turned over the pages of this economy portfolio entirely to wearable presents—exciting wearables that will be real stimulants to tired, drooping wardrobes. And, with one eagle eye on the almighty dollar, we've combed the town for the soundest bargains of this type—which is a consideration—no matter how much you love the recipient.

Sweaters and blouses are our first suggestions—as you see on the following two pages. For any nice sixteen-year-old on your list, how about the turtle-necked sweater that can be worn either with a tweed suit or with ski trousers? Or how about the youngish, short-sleeved one (third in the group) that is made of that soft, downy Angora you love to touch? We've included, too, the unceasingly smart cardigan—a new model with clever ribbing. The new stunt is to button this in back. And then, there are those two new sensations—the one with the yoke top and the diagonally striped, puff-sleeved sweater—that show what sweaters are doing under the French influence.

As for blouses—we've corralled five superb ones on page 53. There's that trim, absolutely simple, crêpe one that chic girls with jobs feel so trim in. No sketch could do it justice. There's the utterly feminine, fragile, pink chiffon one, dripping with Val lace, that makes your beau feel very protective towards you. There's the tailored, pleated jabot one that women from time immemorial have liked. There's the altogether new thing—the chenille lace blouse; and there's the pale satin one—the sort every one looks so well in.

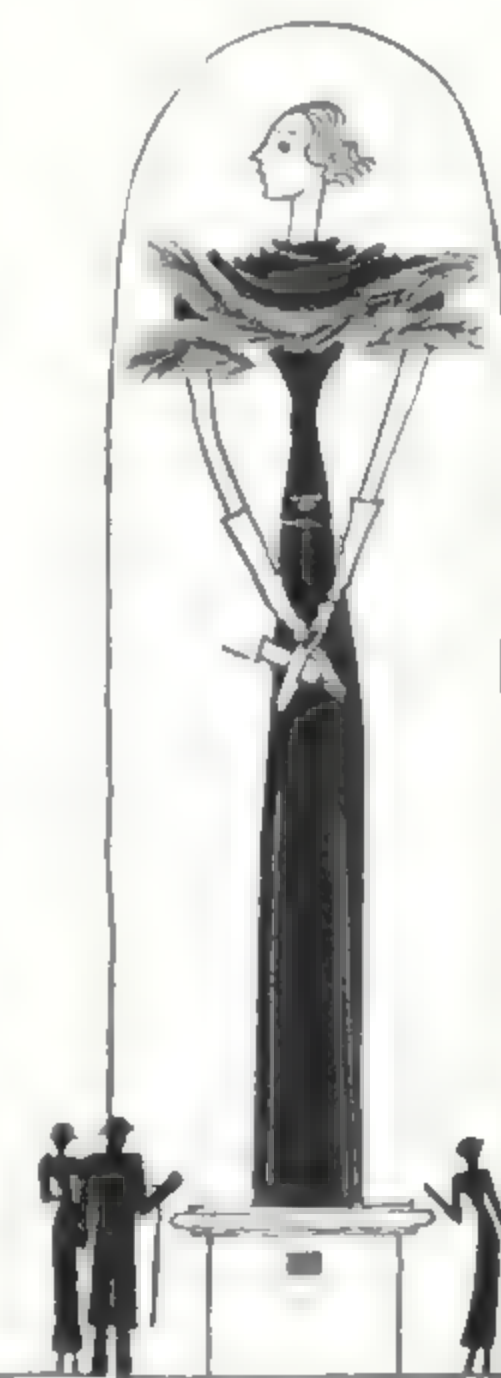
Lingerie, always and always, pleases every one. And the nightgowns, slips, and panties on page 55, are sound values if ever there were any. Any one of them could bear proudly—and mercifully inexpensively—your message of good cheer.

And when you have all the names crossed off your list—why not consider giving yourself a Christmas present—perhaps one of those bejewelled dresses on page 54? That frosty beaded effect is very glamour-contributing at festivities.



How to purchase

All of the models shown in this Economy Portfolio may be purchased in various New York shops and in other shops throughout the United States. If you have any difficulty in finding them, write to Vogue, 420 Lexington Avenue, New York, and we shall be glad to give you an address in your locality where they are available. Be sure to state exactly which model you are interested in and enclose a stamped envelope. If you live in a small town, give the name of the nearest shopping centre





Give a Sweater

- All the bright young people are wearing turtle-necked sweaters, right up to their chins, in gay colours. The one at the upper left is of zephyr wool with a ribbed yoke and a wide waistband; various colours; \$2.95
- Just below it is one of those useful sweaters that has a hint of formality and can serve as a blouse. Again, there's a yoke and ribbing that looks like hand-knitting and a hand-crocheted edge. Of zephyr yarn in white or in various two-toned combinations; \$5.95

- At the top, in the centre, is a new version of the cardigan, a type that every wardrobe needs. The high, round neck and yoke are new. Of zephyr wool; various colours; \$8.75
- Just beside the cardigan is a little sports sweater of very soft Angora wool, with a round buttoned neck-line, puffed sleeves, and tightly purled waistband and sleeve bands. Various colours; \$10.75
- Diagonal stripes, novel sleeves, and tight ribbing make this extra-smart. Of rabbit's-hair wool. Various colours; \$2.95

Or a Chic Blouse

- If she has a slightly formal suit, she'll love the rough crêpe satin blouse shown below. It has beautifully cut sleeves, soft bows in front, and circular seaming. In light, flattering shades; \$5.95
- A new chenille lace fashions the formal blouse at the bottom of the page, and there are short puffed sleeves and a bow; in white and various colours; \$5.95
- At the lower right is a charming example of the ever-becoming jabot blouse. Of silk crêpe; pleated and stitched jabot. In pale shades; \$5.95
- A rough silk crêpe blouse is one of the indispensables. The quaint one at the right has a Schiaparelli look, and it makes a charming costume with a dark skirt. The scarf neck-line and top-puff sleeves make it specially becoming; also in satin; \$7.95
- Below it is one of those very feminine lingerie blouses of washable sheer triple chiffon—perfect with a Sunday-best suit. The rows of narrow Valenciennes-pattern lace are used in a delicate design. It may be had in a variety of soft light colours; \$8.50





FORBATH AND RÉJANE

FOR PURCHASING DIRECTIONS, SEE PAGE 51

Holiday nights

Perfect for parties during the holidays—a sheath of rough silk crêpe and a separate frosty beaded cape that ties on. This costume is lovely in white and smart in colours, too. The price is \$29.75

Taffeta is back—in beautiful frocks like this. The dress has a net yoke and bell skirt; the separate puff-sleeved jacket, metal stripes. In black with gold or silver; white with silver; \$29.75

Here is one of the new jewelled evening dresses, smartly formal. The draped neckline, high in front, forms a flattering cape in back, below crossed straps. Rough silk crêpe; various colours; \$16.75



FOR PURCHASING DIRECTIONS, SEE PAGE 51

FORBATH AND RÉJANE

Nightgowns make lovely gifts. These are both trimmed with Alençon-pattern lace. The first, of crêpe satin, is hand-made; \$10.75. The second, of satin, has a separate lace jacket; \$8.75

The top slip (right) is hand-made and bias cut, of crêpe satin and imported écru Alençon-pattern lace; \$8.95. Below it is a satin nightgown with an Alençon-pattern top and ribbon ties; \$5.95

Two more appealing gifts. Another satin slip cut on the bias, with a brassière-like top of écru Alençon-patterned lace; \$4.95. The satin panties have a nice wide imported lace border; \$2.95

To a Lady





ROUND THE WORLD

BITTER experiences have brought to light these tips on what and what not to take on a world cruise.

- Remember that the average cruise lasts four months. Take quantities of dinner-dresses and evening clothes and all the transformation tricks you know—jackets, capes, and scarfs.
- If you sail from New York, winter will still be with you when you touch Gibraltar, Naples, Greece—even the Palestine. A fur coat and wool dress will be vital.
- Madeira is frequently the first stop. Formal clothes are essential.
- The churches in the Holyland are as cold as tombs. Be prepared with woollen socks, woollen underwear, and even galoshes.
- In Egypt, you will live in riding-clothes most of the day. Simple hacking ones—an outfit in summer weight and one in winter.
- Be sure to sail with plenty of stockings; sheer, service, and wool ones. Nowhere can you do as well as at home on this.
- To do sightseeing painlessly, have ghillies and low-heeled walking shoes.
- A three-piece tweed suit and a Mrs. Franklin knitted suit (no pressing) rate one hundred per cent. on any cruise.
- From India on, in China and Japan, summer prints, linen and cotton sports dresses with jackets—all spectator sports clothes are the rule.
- When you get to Manila, you can buy delicious large bangkok straws for a song. But do have small brims, for the glaring sun, as well as berets and turbans.
- Unless you have the thinnest of mesh corsets, you'll suffer in India.
- Cotton or linen lingerie is vital in India. You often change three times a day.
- Washable gloves are the only thing.
- The greatest mosquito lotion in the world is found at Bangkok. Stock up on it.
- Take two bathing-suits at least.
- At temples, like Rangoon, where shoes must come off, take along "peds" to put over your stockings.
- You can't let an umbrella out of your hand at Singapore. Take a rain-coat, too.
- Other necessities: a small fitted case for overnight trips; a medium-sized one for four-day stands, a large one for trips.



BERGDORF GOODMAN • SAKS-FIFTH AVENUE • BEST



NELSON-HICKSON

- For chic in the Orient—a big-sleeved jacket and dress of beige tweed linen
- Beige silk tennis dress
- A peau d'ange jersey bathing-suit; chesty top
- A bluish purple lace dress of semi-formality

- Perfect for Monte Carlo, India, and China—a two-piece façonné crêpe dress; washable; in nice shades
- You can't get along without a light top-coat. This is of beige angora tweed, with a back-tying scarf

- Across the page is, first, the unwrinkle-able knitted suit in brown; orange accent
- The nucleus: a long coat and a suit, made of beige-and-brown herring-bone tweed
- The tomato-red crêpe dress has a fringed scarf



SAKS-FIFTH AVENUE • BEST

DESIGNS FOR
PRACTICAL
DRESSMAKING



6203

EVENING FROCK No. 6203—A dress to make you look enchantingly Victorian: a frilly ruche over your shoulders, ending in ribbons, a deep circular flounce edged with two narrow petticoat-like flounces that swish around the ankles, all of a semi-sheer crêpe fabric. Designed for sizes 12 to 20; 30 to 38



6209

6212

6205

6206

FOR ALL POINTS SOUTH

BACK VIEWS ARE SHOWN ON PAGE 72

EVENING FROCK No. 6209—The South and the North will see many of these contrasting velvet sleeves. These are set in with a deep heading on the shoulders, but are completely free at the underarms. The body of the dress is cleverly cut; the fabric is rough crêpe. Designed for sizes 14 to 20; 32 to 38

COAT No. 6212—Just the sort of coat you wear and wear in tropic resorts. Slightly fitted, of American Woolen's rabbit's hair tweed, it has square-cut armholes, a scarf collar, which is optional, a belted back with a vent, and you may have it swagger length or full length. Designed for sizes 32 to 42

FROCK No. 6205—Any place in Florida, Nassau, Bermuda, or the like, or on any cruise, you'll be leaping constantly into this sheer wool dress with its separate short cape. The dress buttons, pinafore-like, down the back, and you may omit the sleeves if you like. Designed for sizes 12 to 20; 30 to 38

FROCK No. 6206—All going-South trunks must have plenty of dresses of the tennis type. So we put at your disposal this, of a new corded piqué, buttoned on the shoulder and yoked. A lei scarf is included, and you may put in long sleeves with a wristband. Designed for sizes 12 to 20; 30 to 38

21 kinds to
choose from...

Asparagus
Bean
Beef
Bouillon
Celery
Chicken
Chicken-Gumbo
Clam Chowder
Consommé
Julienne
Mock Turtle
Mulligatawny
Mutton
Ox Tail
Pea
Pepper Pot
Printanier
Tomato
Tomato-Okra
Vegetable
Vegetable-Beef
Vermicelli-Tomato

LOOK FOR THE
RED-AND-WHITE LABEL

EAT SOUP AND KEEP WELL



OX TAIL SOUP

*..in the fine old
hearty tradition!*



A soup seldom attempted in the home kitchen, yet one of the real attractions of the dining-table. World-famous in flavor—especially appreciated by the men in the family—Ox Tail Soup is happily available for every table, thanks to Campbell's celebrated chefs. As they blend this soup, it has the "hale-and-hearty" goodness, the richly nourishing quality, the invigorating flavor which hark back to the lusty eating of the merry wayside inns. Broth of selected ox tails and beef, blended with sliced ox tail joints, vegetables and herbs—subtly pervaded with sherry's exquisite bouquet and flavor. A feast and a favorite!

MEAL-PLANNING IS EASIER WITH DAILY
CHOICES FROM CAMPBELL'S 21 SOUPS



BACK VIEWS ARE SHOWN ON PAGE 72

Designs for practical dressmaking

ENSEMBLE No. 6204—This dress is of crinkle crêpe. Its yoke with distended shoulders and its sleeves are more points in its favour. The second lady shows you its jacket of velvet. Designed for sizes 32 to 42

FROCK No. 6207—Nice to wear down South in the afternoons or up here under your coat—a rough crêpe dress with balloon-topped sleeves and a back panel that continues into a girdle. Designed for sizes 32 to 40

JACKET No. 6202 · SKIRT No. 6196—A shaped peplum gives a quaint look to this jacket of novelty woollen. The raglan sleeves are tucked, and the skirt has a shaped stomacher. Designed for sizes 14 to 40; skirt 26 to 36

FROCK No. 6208—An organdie bow and quantities of tucks speak for tremendous femininity on this one-piece dress of semi-sheer crêpe, with three-quarters length raglan sleeves. Designed for sizes 32 to 42

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 70 Bond Street, Toronto, Ontario. Prices of patterns are given on page 79

The new Saint Tropez design with its smart frosted design. Goblets \$48 the dozen.

A gracious bowl for flowers or fruit in the Saint Tropez design. Only \$16.

The new Riviera design, gay with its finely engraved flowers. Goblets only \$48 the dozen.



Hand-blown crystal is no longer too expensive to use Every day now at new prices—the celebrated

The beauty of a hand-created thing is precious. Glass as exquisitely brilliant, as crystalline, as Steuben can only be made by hand!

In each piece of Steuben you recognize the loveliness of an individual masterpiece. For the man who made it learned his craft in a far-off country where the art of glass blowing is a family heritage.

Your friends recognize the diamond-like clarity

of Steuben at a glance—no need for the flick of a finger that calls forth that clear bell-like ring machine glass can never give.

The new Steuben designs for fall are a delight—so different, so modern. The prices are a joy, too. You won't be able to resist them. And since every design is an open pattern, it's a wonderful time to supplement the Steuben you already own.

*Steuben
crystal*



A new Steuben bowl that makes arranging flowers a new joy. Only \$15.
Steuben crystal is a product of the Corning Glass Works, Corning, New York.



You want a DeVilbiss

To give—and to receive—a new DeVilbiss Atomizer this Christmas will be the delightful result of timely thought. Modern designs, intriguing color and matchless beauty make them highly prized on any dressing table. Spraying applies your perfume with that touch of true elegance by which discriminating women achieve the result they want. Dainty fabrics show no stains or rings when a DeVilbiss is used. The more exclusive designs have the new DeVilbiss Closure which prevents evaporation. Taken all in all, a DeVilbiss Perfume Atomizer is the answer to that question, "What to give her?" You will find them at all the better stores. The DeVilbiss Company, Toledo, Ohio.

DeVilbiss

Perfume Atomizers

Here are just a few of the latest designs of DeVilbiss Atomizers which you will see.



Here is a gift ensemble from Coty that will do credit to the smartest hand-bag. The lipstick, compact, and brand-new purse flacon are all smartly carried out in chromium finish



LÉON DE VOS

ON HER DRESSING-TABLE

ASIDE from being festive and fun, the holidays are bound to wear us down a bit. We can't keep dashing from one party to another and still look as though we had been home in bed resting all the time. Thus, if you find yourself in New York one of these days with a face that is not quite as fresh looking as you might like it, a big party ahead, and half an hour to spare, the place for you to go is Primrose House. For there you can have what is known as a Freshen Up treatment, and rightly known, too, for freshened is exactly what you feel and look after it. This is really a condensing of the regular Primrose House facial, with emphasis on those features that make for quick improvement—such as a brief application of circulation cream, smooth powder foundation, and an unusually skilful make-up. You even get a little work-out on your back and the tied-up muscles of the neck to relax you. Mind you, the establishment doesn't advocate these in place of their regular moulding treatments—perish the thought! But, they are pretty superior when your face is crying out for the very freshening up that

they supply. Of course, since they require less time, they cost you less money than the more thorough treatments.

The infinite number of ideas that await us in every department shop in the country is something that should take practically all the grief out of last-minute gift shopping. There is always fine perfume—the classic gift of beauty. New ones appear on this page and on pages 64 and 44, and still other important scents have made their début since these photographs were made. An amusing idea is to give various items from one of the series that come done up in the same smart guise, such as the Harriet Hubbard Ayer cases in black and chromium that you see in the photograph below. You can get lipstick, powder, rouge, eye shadow, and mascara in these cases as an ensemble, and any lady would love it. If the gift is for a red-head, Harriet Hubbard Ayer has a special new shade for her, "Ayertian," in all the rouges and lipstick.

Manicure kits are practical gifts that every woman wants, and they get better every (Continued on page 64)



HAVILAND

An ensemble of vanity items is a grand gift idea. Here is Harriet Hubbard Ayer's series in black and chromium, including powder, rouge, lipstick, mascara, and eye shadow

At boarding school the first creams she ever used . . . As young society woman
Mrs. du Pont *says* : "I have kept right on using them. They are simply grand for the skin"



AT BOARDING SCHOOL—Mrs. du Pont in 1922 when, as Miss Elizabeth Wrenn, she was still in her teens. "At boarding school I used these two creams all the time."



AS YOUNG SOCIETY WOMAN—Mrs. E. Wrenn du Pont, in a photograph taken this year. "Today I depend upon them to keep my skin fresh and smooth always."

In December, the stinging snows of St. Moritz . . In March, the blistering sands of Bermuda . . To Lake Placid . . To California . . By plane or train . . Mrs. du Pont tells a spirited story of the sport-loving life she leads—and the two creams that keep her skin lovely through it all!



3 Exquisite Pond's Preparations

The Cold Cream—for cleansing and softening—The Vanishing Cream—protects, and holds the powder. The Tissues—more absorbent than ordinary tissues.

"AT boarding school," says Mrs. du Pont, "when I first realized the importance of caring for my skin, I turned to Pond's Two Creams."

"Today I am simply devoted to those same two creams!"

"In St. Moritz, I never went out without Pond's Vanishing Cream on my face. The air is so frightfully cold, and the sun so very brilliant, that unless you have a good coating of protection, your face goes absolutely purple!"

"In Bermuda, I found Pond's Vanishing Cream absolutely essential. I got a marvelous coat of tan, and never blistered at all!"

"Pond's Creams really are just grand! They

feel wonderful on your skin. And they answer every purpose. . . .

"How I use the Cold Cream: A Swell Cleanser. I never found a cream that goes into my skin better, and gets it both clean and refreshed at the same time."

"To Rest My Skin. When I've had a very trying day, a good cleansing with Pond's Cold Cream, then a fresh creaming and a short nap with it on takes all the tiredness from my face."

"A Rub into Neck and Shoulders every so often. Keeps my skin supple as a young savage's."

"The Things I use the Vanishing Cream for: Protects from Chapping and from Sunburn. It's great for that. I can't say too much about Pond's Vanishing Cream as a protection."

"Heals and smooths away all sorts of little roughnesses whenever I have been careless."

"The Best Finish to a Beauty Treatment. It's the best base for rouge and powder. You know you are going to look fresh and groomed for hours."

Try these marvelous creams yourself. You will find, like Mrs. du Pont, that they are actually all you need.

Send 10¢ (to cover cost of postage and packing) for choice of FREE samples.

POND'S EXTRACT COMPANY, Dept. M • 110 Hudson St., New York City
 Please send me (check choice): POND'S NEW FACE POWDER in glass jar.
 Light Cream ☐, Rose Cream ☐, Brunette ☐, Naturelle ☐.

OR

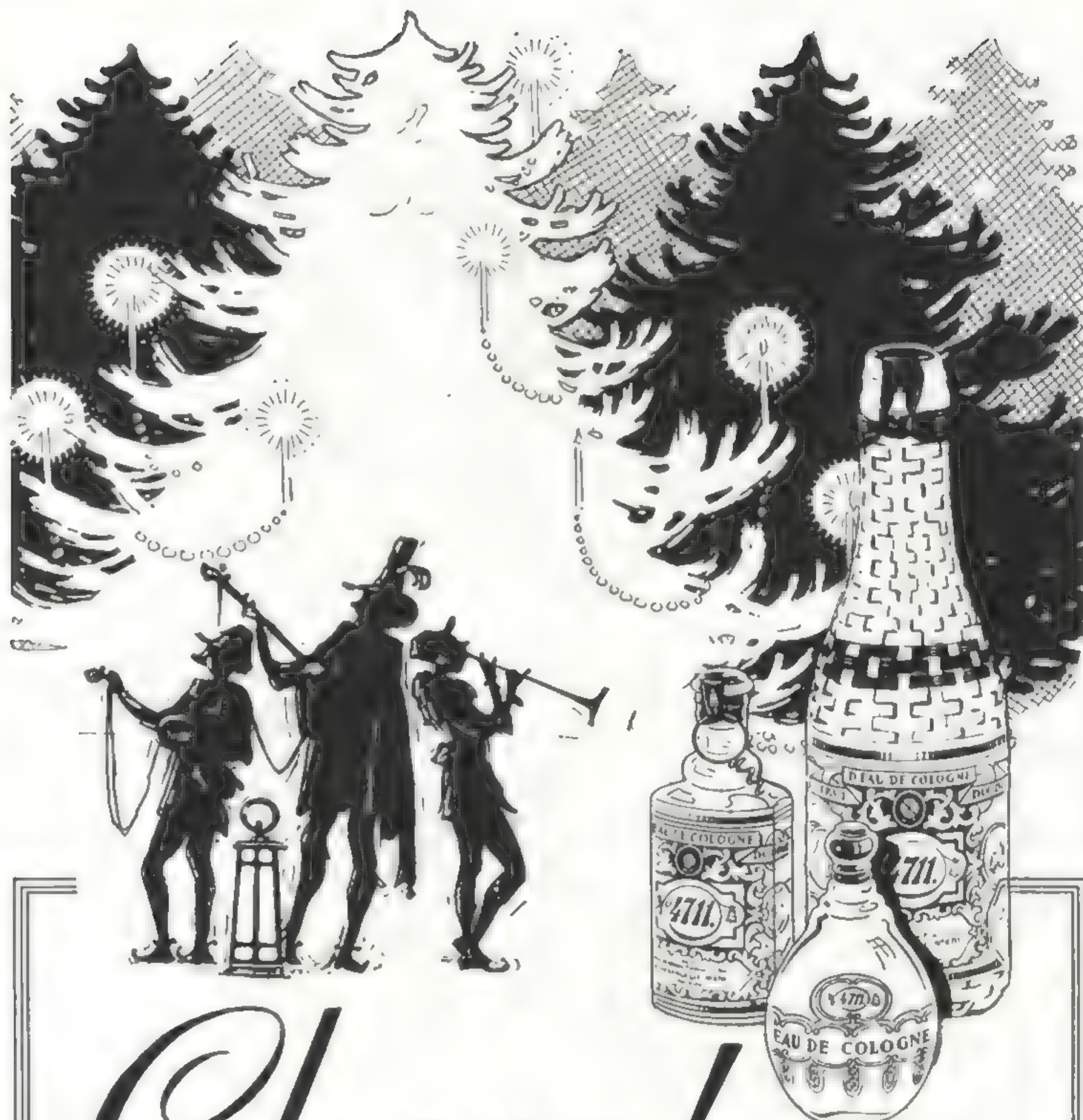
POND'S TWO CREAMS, TISSUES AND FRESHENER ☐.

Name _____

Street _____

City _____ State _____

Copyright, 1932, Pond's Extract Company



Cheer! famous gifts for 140 years

Here are just three of the many fascinating bottles of "4711" Genuine Eau de Cologne in the old favorite wicker wrapped bottle, in several delightfully different crystal bottles and in the regular bottle—in many sizes and all with the famous Blue and Gold Label... your identity for the genuine.

On the Continent for 140 years... here for over 50 years... the famous "4711" Genuine Eau de Cologne... and the other equally famous "4711" toilettries... have been given as an intimate expression of love and friendship.

Recognized as the finest in the smartest places of the world... these exquisite toilet luxuries are both given and received with utter assurance of correctness and extreme thoughtfulness.

for HER—Three of the most popular "4711" Toilettries are especially packed as a gift set! "4711" Eau de Cologne, "4711" Eau de Cologne Bath Salts, and "4711" Eau de Cologne Superfatted Toilet Soap. In a beautiful gift box—\$2.15 (Set No. 4105)



for HIM—To give him this luxurious set of real MEN'S necessities is to recognize his discriminating care of his person. "4711" Eau de Cologne, "4711" Eau de Cologne Talcum Powder, "4711" Portugal Hair Tonic, "4711" Eau de Cologne Shaving Cream. In an attractive gift box—\$2.60 (Set No. 4104)



And too... there are many other "4711" sets, in varying combinations, for holiday giving—gifts that are useful and delightful. Your favorite drug or department store will show you them.

& 4711 **Genuine**
Eau de
Cologne
Blue & Gold Label



LÉON DE VOS

Blending your own powder is a fascinating pastime when you have such good-looking equipment for doing it as this powder ensemble by Chryson

The smart system is to have your lipstick match your vanity-case. Tre-Jur makes a specialty of such duets (right) in various designs and colours



MARTINUS ANDERSEN

ON HER DRESSING-TABLE

(CONTINUED FROM PAGE 62)

year. Glazo has some new holiday cases that hold practically everything for your manicure but the bowl of water, all put together with incredible compactness. Guerlain has a new "Tea-Rose" shade in the lovely Shalimar powder that is one of those generally adaptable and flattering shades smart ladies are learning to love. Helena Rubinstein, who has just returned from her Paris laboratory, is celebrating Christmas by a gay new scarlet shade in rouge and lipstick, which she calls Red Poppy. This is a vivid shade, but warm in true poppy manner, and it is a versatile colour that seems to harmonize with practically any type of colouring. The rouge has a special cream base that makes it easy to apply and is enduring in effect. The lipstick comes in Madame Rubinstein's new jewelled automatic case, as well as those very smart little cases with their tops held in place by tiny chains.

Lenthéric's brand-new travelling

beauty set is a Christmas inspiration. Here you have a tailored box that looks like black leather holding cleansing cream, lotion (these two for either dry or oily skin), powder base, powder, tissues, and eau de Cologne. They are in generous sizes, too, all put up in the smart Lenthéric fashion, and the moderate price for such an assemblage is just a big Christmas surprise. The De Vilbiss Company has a new vanity set with powder jar to match its newest black atomizers and a mirrored perfume tray for them to stand on.

And soap—people always love scented soap as a gift. The Pall Mall Company have brought out their finely milled soaps in blends for dry and oily skins, packed in good-looking gift boxes. And Coty has a new soap that gives you a feeling of the ultimate in luxury, but doesn't cost you any corresponding amount. This lathers like velvet and is redolent of whatever Coty perfume you like best. To be had in hand or bath sizes.



LÉON DE VOS

Here is a Christmas group by Yardley—powder, rouge, lipstick, perfume—in the delightful Orchis fragrance, as well as their Lily-of-the-Valley in a new bottle



Now \$1 equals \$3 in buying protection against colds

PEPSODENT ANTISEPTIC is 3 times as powerful as other leading mouth antiseptics. Hence it goes 3 times as far. And whether you buy the 25c, 50c, or \$1 size, you still get 3 times as much for your money.

YOU may be attracted by price-cuts on ordinary antiseptics. But don't be confused. No price-cut can equal the saving Pepsodent Antiseptic

IMPURE BREATH (Halitosis)

The amazing results of Pepsodent Antiseptic in fighting sore throat colds prove its effectiveness in checking Bad Breath (Halitosis).

Some of the 50 different uses for this modern antiseptic

Cold in Head	After Shaving
Throat Irritations	Minor Cuts
Voice Hoarseness	Blisters
Bad Breath	Loose Dandruff
Cold Sores	Checks Under-Arm
Canker Sores	Perspiration
Mouth Irritations	Tired, Aching
After Extractions	Feet

brings you. For Pepsodent is three times as powerful as other leading mouth antiseptics—by adding water you make it go three times as far—get three times as much for your money and greater assurance of escaping colds.

Two kinds of antiseptics

When choosing your antiseptic, remember, there really are only two leading kinds now on the market. In the one group you have the mouth wash that must be used full strength to be effective. In the other group you

have Pepsodent Antiseptic, utterly safe if used full strength, yet powerful enough to be diluted with two parts of water and *still kill germs within 10 seconds.*

Use Pepsodent for safety

Don't fool yourself by diluting old-type antiseptics. Your health is too important—also, consider the importance of a pure, sweet breath. Choose the antiseptic that kills germs even when it is diluted. Insist on Pepsodent Antiseptic—and be sure! Be safe—and save money!

FREE!

Amos 'n' Andy or Goldberg Jig-saw Puzzles



HERE are two great gifts for radio admirers of Amos 'n' Andy and the Goldbergs.

Each jig-saw puzzle contains 60 pieces and is printed in 5 colors on heavy board. To get one simply write name and address on the inside of an empty Pepsodent Tooth Paste or Antiseptic

box and mail with coupon below. Send one empty box for each puzzle.

Pepsodent Co., Box J-12

919 N. Michigan Ave., Chicago

I enclose empty Pepsodent Box for Jig-saw Puzzle of ☐ **Amos 'n' Andy**
☐ **Goldbergs**

Signed _____

Street _____

City _____ State _____

PEPSODENT ANTISEPTIC



There's a

Pedemodé movement on foot

The "Pedemodé Movement" will be particularly noticeable this winter at the smarter resorts and on the important cruises, adding zest to outdoor pleasures and beauty to outdoor fashions.

BEHIND THE BACKS OF COUTURIER DESIGNS



Above, you see the back views of the couturier designs shown on page 36. The square décolletage of the evening gown, the sleeves of No. 213, and the diagonal seaming of No. 212 are unusually interesting

HOW TO MAKE MISS RIPLEY'S COSTUMES

(ILLUSTRATED ON PAGES 28 AND 29)

ALL the materials for making the fancy-dress costumes designed by Miss Constance Ripley, may be purchased from Dazians, Inc., 142 West Forty-Fourth Street. The feathers and the birds may be bought from Henry Sittenberg, 107 West Forty-Eighth Street, and the jewellery from the Artistic Novelty Company, 12 West Thirty-Seventh Street, all in New York. Extra long eyelashes and eye shadow in all colours are available at Walgreen's, Broadway and Forty-Fourth Street. Any seamstress should be able to carry out these designs, if you don't want to make them yourself.

Reading from left to right, on page 28, First: Take a yard of gold mesh No. 2989 and tie it across your face like any face veil, fastening it high in the back. Gather up one yard of Spanish coq feathers in a bunch and fasten this on the top of your head, slightly askew. Make half-sleeves of the rest of the gold mesh and twist coq feathers around your wrists.

Second: The yardage on this slip depends on your height. It may take two or three yards. Cross the cellophane in front and fasten it in back by folding. Don't tie it in a knot.

Third: If you are ambitious and want to make the silver wig for yourself, go to Mr. Shindhelm, at 123 West Forty-Fifth Street, and buy a net foundation to fit your head. He will also supply some taped millinery wire. Cut the aluminum cloth in strips about three-quarters of an inch wide. Sew the wire by machine down the centre of each strip. Each strip will then curl right up. Fasten these curls at becoming angles on the foundation. If you don't want to work this out for yourself, Mr. Shindhelm will make it for you for about ten dollars. Cut out armlets from aluminum cloth, leaving enough material to overlap well, then pull on the bracelets. You may need a few snaps down each side. Aluminum cloth needs no hemming.

Fourth: This costume could be based on a white evening dress or

on an old brown velvet one, and pheasant feathers could be used instead of gold feathers, which would make it much cheaper. You buy the boa all made. Cut up the crown of an old hat. Cover it with the gold cloth No. 189. Cut out a circle from gold net No. 4773 and throw it over as a veil. It looks better if it is a large circle, put on slightly cock-eyed.

On page 29, reading from left to right. First: You simply box pleat two yards of the violet cellophane for the lei. Make the wig on a foundation, as described for the aluminum wig, starting to sew the curled yellow feathers around the edges of the foundation first. The feathers come curled. Mr. Shindhelm will make this wig for about ten dollars.

Second: This costume requires a certain amount of knowledge in cutting, but, since the materials cost only about eighty-five cents, you might treat yourself to a dressmaker.

Third: Cut a triangle of the oilskin material and tie it around your neck like a beach handkerchief, with a large bow in the back. Cut off enough material to allow yourself a long train and tie this around your waist by its corners, back to front.

Fourth: To make this big, box-pleated ruche, double the cellophane before you pleat. The ruche is fun only if it is gigantic. Twist the blue and green sequins into bracelets.

Fifth: Simply gather the silver cloth No. 613 into large puff sleeves and paste on the dots with glue. About a yard of the silver cloth and a yard of the pink Metal Ray are required. Sew yourself into half-sleeves cut with long points over the fingers.

And another suggestion: If you must go to a gala evening dressed as Some One, go dressed as the Pigeon Lady in the Circus. Wear your own dress and fasten any amount of life-sized feather pigeons on your wrists, shoulders, and top of your head. These birds may be found at Henry Sittenberg's, whose address has been given.

Pedemodé

Feminine Footwear

STORES FEATURING PEDEMODE SHOES
New York City Saks-Fifth Avenue

Amarillo, Texas—Regents, Inc.
Atlantic City—Millard's
Baltimore, Md.—Wyman
Chicago—Saks-Fifth Avenue
Dallas, Texas—Volk Brothers
Detroit—Alfred J. Ruby, Inc.
Greenwich, Conn.—
The Favorite Shoe Store

Houston, Tex.—Dollahite-Levy Co.
Kansas City, Missouri—Harzfeld's
Los Angeles, Calif.—Gude's, Inc.
Milwaukee—Gimbels'

Newark, N.J.—L. Bamberger & Co.
Omaha, Neb.—Haas Bros., Inc.
Pasadena, California—Huggins
Philadelphia—The Blum Store
Pittsburgh—Gimbels'
Santa Barbara, Calif.—Huggins
Scranton, Pa.—Gownley's
St. Louis—Famous-Barr Co.
Toledo, O.—The H.M.&R. Shoe Co.
Utica, New York—Tector's
Washington, D. C.—
Julius Garfinckel & Co.

372 DE KALB AVENUE, BROOKLYN

Gifts of Beauty that keep on giving Beauty...

In legend and in reality for thousands of years, Beauty was the gift of the gods. Today, at this Christmas time, Beauty is *yours* to give. Elizabeth Arden has captured it, filled jars and bottles and boxes with it, made Beauty into a tangible thing that you can give to your friends • To give Beauty is to anticipate every woman's desire. To give an Elizabeth Arden gift of beauty is to fulfill feminine aspiration in its highest form.



(Top shelf, left to right) Indispensable make-up accessories: Poudre d'Illusion is shown in Lysetta and Mat Foncé; nine other enchanting shades, \$3. Elizabeth Arden's famous Lipstick Ensemble, containing six petal-smooth, indelible lipsticks in six smart shades. The Ensemble, \$7.50. Each, \$1.50. (Middle shelf, left to right) Treasurette, containing all the essentials of an Elizabeth Arden treatment in a small leather case, available in many costume colors, \$16, \$18. Elizabeth Arden's Perfumes described at the right. Leather perfume case (for traveling) containing two bottles and special atomizer, \$15 without perfume; \$22.50 with perfume. Mirror Cigarette Case and Compact, a myriad of microscopic mirrors, each set with the precision of a precious stone. (Bottom shelf, left to right) Elizabeth Arden's Ensembles for the Bath; Powdered Bath Salts, exquisitely scented with Ambre, Allamanda, Jasmine, Rose Geranium or Russian Pine, \$5. To coordinate with these in scent and color scheme: Elizabeth Arden's Bath Powder in a lovely glazed box, \$5. And Elizabeth Arden's delicately scented soap, \$3 for three cakes.



Elizabeth Arden's famous Perfumes, L'Amour, L'Élan, La Joie and Le Rêve...express in fragrances indescribably lovely the experiences for which they are named. Priced from \$5 to \$125. And, just in time for Christmas, Miss Arden introduces three new perfumes...Moon Moss, Ma Rue and Tuberose...three different types, each exquisitely appealing.

★

ELIZABETH ARDEN

★

691 FIFTH AVENUE • NEW YORK CITY

© Elizabeth Arden, 1932

LONDON • PARIS • BERLIN • ROME



A CRUISE CLASSIC

THIS season's knitted coat and skirt exploits a new stitch in the heavy ribbed effect so prevalent in European resort fashions. The double-breasted jacket fastens with nickel buttons—Reboux has made a new and "different" beret for it that is most becoming—Mrs. Franklin has chosen a tropical multi-colored scarf to accompany it—and Greco's contribution is an amusing pair of gay espadrilles. The combination has great charm and is a most satisfactory addition to the resort or cruise wardrobe.

Mrs. *Franklin inc.*

TOWN AND COUNTRY CLOTHES

NEW YORK, 16 EAST 53RD ST. • HAVERFORD, PA.
PHILADELPHIA, 260 S. 17TH ST. • RESORT SHOPS

TRAVEL IN INDIA

(CONTINUED FROM PAGE 30)

mountains. There is something new and strange always just around the corner, and the scene shifts so rapidly that monotony is impossible. If you prefer city life with clubs and pink teas, you can have them, too, with perhaps a little more of moonlight and madness than you would find elsewhere.

THE SOCIAL SIDE

In India, as elsewhere, any one desiring to participate in social activities should provide themselves with letters of introduction. It is advisable to call on one's consul, also. If you have been fortunate enough to bear a letter to the Viceroy, you motor out to his house at New Delhi, about five miles from the old city, and pay your respects by signing in the Visitors' Book. Immediately on your return to the hotel, you send your letter to the Viceroy's Private Secretary, and, shortly after that, you will probably be invited, via a messenger done up in gold frogs, to a garden-party or to lunch with Their Excellencies. I, personally, avoided social affairs, as I was in mourning. Only in Kashmir, because I expected to be there all summer and felt that the omission would register as a discourtesy, I conformed to the custom of leaving my card at the residency gate and entering my name in the book. I had no letters to leave, or I should have left them on this occasion. But I was invited both to tea and dinner. Life in Kashmir is so informal that daily association is bound to bring an agreeable amount of social life, particularly if one is good at tennis, golf, cards, or dancing.

The first thing to do on arriving in India is to secure a reliable servant or bearer. You can travel without one, but he will spare you every annoyance. The travel agencies will supply *courier* bearers who speak English for about twenty-seven dollars a month.

The European sections of Bombay and Calcutta are modern, with huge banks and department stores and well-paved streets. There are several large hotels in each city, but prices are high and accommodations and food not as good as at the small inland hotels, where you have a big bedroom, dressing-room, and bath, at from three or a little more to five dollars and a half, including meals.

THE TAJ MAHAL IN BOMBAY

If you enter through the port of Bombay, by all means stop at the Taj-Mahal Hotel. There may be better hotels in Bombay, but that huge caravanserai is an experience. You will think that you have gone a little mad—and you may, when you try to regain the room you have carefully located by number, and near-by steps, and by that sleeping boy across the next doorway. You will surely cover acres of marble corridor hunting for it every time you come in. Everywhere are steps up and steps down, different elevations, air-shafts, and arched doorways, and bearers squatting or sleeping peacefully across your path. Nothing about the Taj is sane; it is even built hind part before the bay, as was

never intended, and you have tea on a veranda facing an enclosed court and the street, while the most beautiful of bays stretches across its back door. But there is nothing like it on the globe.

If you want to travel in comfort, you should purchase a bedding roll with thin mattress, pillow, linen, and blankets. You will need it on trains and even in hotels, where linen, blankets, and soap are not provided. Hotels supply mattresses; dak-bungalows do not. A few hotels provide linen, also, but one can not count on it. I used always to open my canvas bedding roll across the mattress, regardless of where I stayed, until I got to Kashmir. With bearer, bedding roll, tiffin basket, and thermos bottle, you need never worry about discomfort while traveling in India.

WHERE TO STAY

In the smaller inland hotels, service is excellent, food always adequate, usually good, and sometimes as fine as you would have in your own home. A few hotels have running water and porcelain tubs, but usually you will find a corner of the bathroom fenced off in a concrete square, with a hole in the wall at one corner; and there will be a large round tin tub that is filled with hot water whenever you desire. In every hotel is a water-carrier, or *bishti*, also a sweeper to handle the sanitary arrangements.

Off the beaten path, there are dak-bungalows in charge of caretakers called *chowkidars*. You pay only a rupee a day to stop in them. Last year, a rupee was only thirty-seven cents, and it is less to-day.

I have slept in perfect comfort in the ladies' waiting-rooms of wayside stations, with my bearer lying across the doorway for my protection. And, in Bombay and Calcutta, I have at times stopped at the Y. W. C. A. and had a big, clean room and bath, with delicious food, for seven rupees a day. Women travelling alone will always be accommodated in the Y. W. if there is an available room.

Evening dress is usual in all places except the remote towns. The clothes you would wear in summer anywhere are suitable, and, if your vanity balks at a pith helmet or double-terai (double felt hat), it would be well to put a piece of red flannel in the crown of your hat and wear a felt one instead of a straw one.

Before I left America, I was told that I would have trouble if I travelled alone in India with any but a white or Eurasian servant. None such exist. In Egypt, one English person said to me: "Whatever you do, don't take a Mohammedan, they have no respect for women." Another said: "Don't trust a Hindu." As I journeyed through India, people advised me against the Kashmiris, who were all said to be thieves and liars. In turn, I had Hindu, Mohammedan, Kashmiri, and Tibetan, and the most devoted service from all of them.

The night I was to leave Bombay, my bearer arrived dressed in immaculate white uniform to check the numerous packages that I had collected. I left my (Continued on page 70)



LUCIEN LE LONG'S NEWEST GIFTS



SAY PERFECTLY



DELIGHTFUL

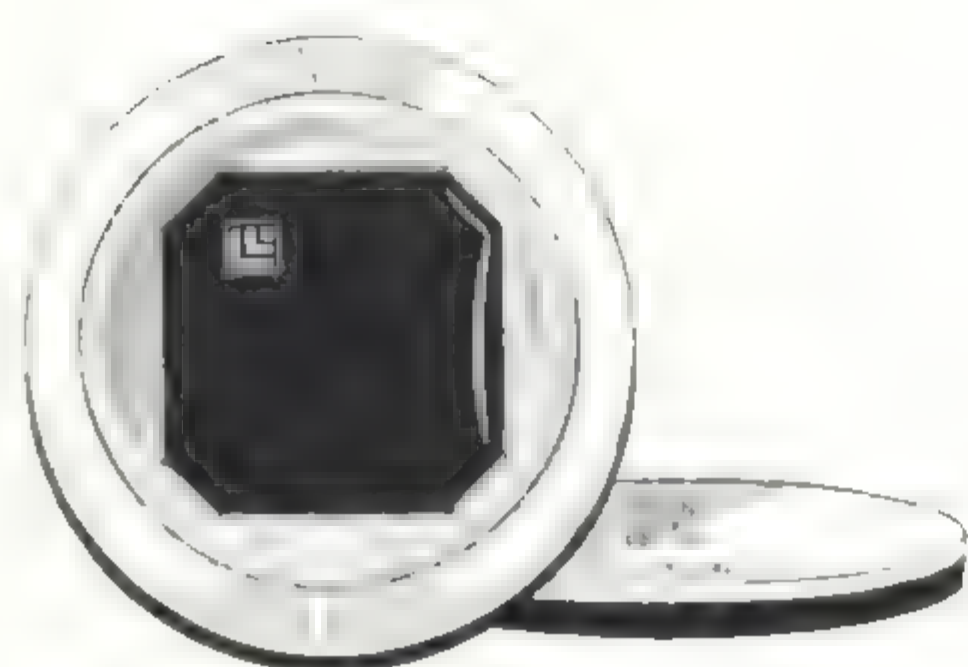
THINGS ABOUT YOUR TASTE . . . WHEN

YOU GIVE OR RECEIVE THEM!

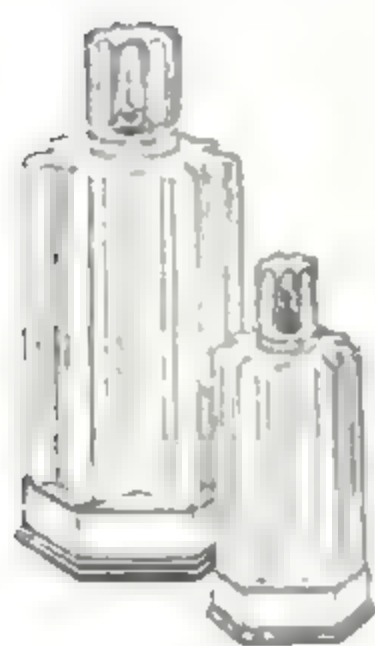


Lucien Lelong gathered beauty's needs into a charming Make Up Box. And it is only \$15.

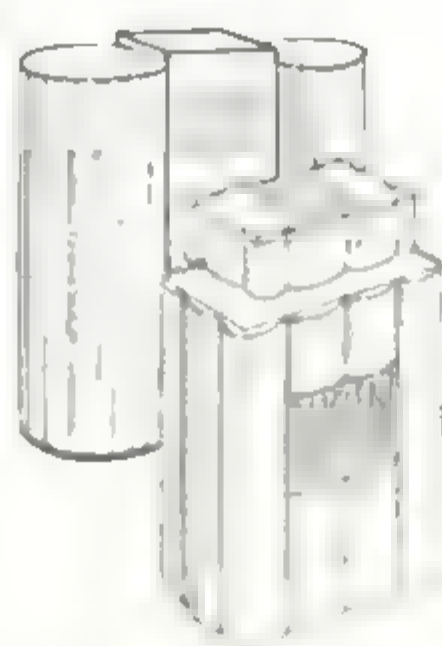
• They aren't ordinary gifts, these Lucien Lelong creations . . . as you can tell by the exultation and excitement that they bring. They are flattering acknowledgments of one's taste, whether you bestow them or accept them. They are at the better shops.



Grande Baguette is a brilliant interpretation of the vogue for larger compacts. Single \$7.50. Double, \$10.



8 Point Flacon, containing famed Parfums B. The large size is \$25. 8 Point Petite is \$8.50.



Lucien Lelong's newest perfume "Whisper" (called "Murmure" in France) is the most exciting event of the season. The flacon, \$5.



Joli Bouquet . . . three bottles of Lucien Lelong Perfumes—B, C, and L—in a jaunty hat box. \$5. The smaller size, \$2.



Parfums L is a gay adventure in perfume . . . sophisticated, smart and disarmingly persuasive. \$3 and more.



PARFUMS

Parfums B, C, N and J are the other members of the perfume dynasty created in Paris by Lucien Lelong.

LUCIEN LE LONG

P A R I S



T R A V E L I N I N D I A

(CONTINUED FROM PAGE 68)

trunks in storage and had several suitcases, besides cameras, ice-box, tiffin basket, bedding roll, and hat-box—eleven packages in all. He called coolies to handle them and was off in no time, while I had dinner and left the hotel later in a motor carrying only my purse. He had purchased my ticket and made all arrangements. With so much luggage, I expected to have to pay excess, as each passenger is allowed only one hundred and twenty pounds in the compartment, but never once was it weighed. A tip here and there not only saved that annoyance, but also procured me a compartment all to myself.

STATION TURMOIL

One's first experience in an Indian railway station is a revelation. These stations are immense open pavilions filled with a motley crowd, with figures squatting for hours in corners and half-naked men sleeping soundly across your path despite the din. Third-class carriages are packed, for one-half of India seems to be perpetually on the move, while the other half lies in the sun and dreams.

I found my car at last, and there everything was in readiness, swept clean, the bedding roll undone and made up for the night with fresh sheets, and my clothes laid out. It was always so, and my bearer, who was in a near-by third-class compartment, would come in at the station before we were to alight, roll up my bedding, and get the packages ready. Often, at night, I used to hear him at the door of my compartment, when, at some station, a person would bang on my door, and he would say: "Do not open. mem-sahib; the fellow can not read." Accommodations are provided for women, and labeled "Ladies Only."

Sleep on an Indian train? I often did, of course, but one gets only intermittent sleep, for the natives have no regular hours for sleep. No matter at what hour you arrive or where, the weird cries of vendors rend the air and strange sights hold you spellbound with interest. Gay turbans and bright saris; trousers in every colour, nose-rings and anklets—one needs to be Argus-eyed to take it all in.

From the window of my compartment, I watched men and women washing in the shallow concrete basins on the platform, without taking off their clothes, and the quick change to dry clothes was a sight free to all.

The compartments of an Indian train are commodious, opening on both sides, as do European day coaches. The coupes have one upper and one lower berth, and the larger ones have two of each, with two chairs. There are always electric fans and washrooms with basin, shower, and toilet.

Tea with bread is served everywhere the first thing in the morning. This is "chota-hazri," and, even on trains, it is forthcoming at the first station stopped at. Meals can be had in dining-cars while your bearer waits in your compartment to protect your luggage, but I preferred to stock my tiffin basket.

Arrived at your destination, you take a motor or one of the native carriages called *tangas* to your hotel, your bearer following in another with the luggage. When I arrived anywhere during the

night, I used to take the luggage in the motor with me and have my bearer ride beside the chauffeur. Chauffeurs in India have curly beards and wear earrings, and I assume from the way they drive that they are all fatalists.

You never need to worry about your clothes; your bearer sees that they are pressed or mended, your shoes polished, and your laundry done almost while you wait. He also goes shopping with you and carries bundles, or pilots you sightseeing, and, if he has any spare time in between, he spends it squatting in front of your door, silently waiting your further orders. If you care about his appearance, you must provide him with a couple of suits of clothes. If you do not, he will try to disgrace you by wearing his worst.

Servants should never enter your room with shoes on. The sole, but disputed exception, is the courier-bearer. I had this argument between natives at Udaipur repeated to me:

"She can't be a number one mem-sahib (referring to me), for her bearer enters her room with his shoes on."

"Yet it must be that she is number one mem-sahib, for the *chuprassi* has just delivered to her an invitation to the Residency." Thus was my *Izzat*, or prestige, saved.

It is also disrespectful for a servant to come bareheaded before his master. My Hindu did so one morning and was dismissed. It signalled his desire to have his way paid back to his home, instead of giving notice himself, because he was afraid to go over the Khyber Pass, for which I was headed. The Mohammedan I took in his place balked at the idea of going to Kashmir, for the servants there make it very unpleasant and sometimes dangerous for servants from down India and so keep the market to themselves; but I heard of a Pathan from Lahore who held all the Kashmiri servants on my friend's house-boat in subjection all summer and then made off with two of their wives.

TRAVEL DE LUXE

Travel de luxe in India if you like, in a private car that holds eight passengers and as many servants, has two four-berth rooms, dining-room, kitchen, and servants' quarters and costs for a journey of over eight hundred miles over two thousand rupees as against eighty-five for the same distance by first-class fare, and about three dollars for servants travelling third-class. In every station are English-speaking guards, and, in the larger towns, Englishmen are on guard duty. Courtesy is universal, and helpfulness, too.

I had traversed a bit of uncertain territory one night and noticed that at each stop the same guard took a position by my door. At the end of my journey, he saluted and said that he had been sent to guard the mem-sahib, as I was the only white woman on the train. I had not been notified, and no charge was made for the extra protection.

(Editor's note: Mrs. Merrick is also the author of *In the World's Attic* and well-known for her courageous and adventurous trips across the little-known passes of the Himalayan ranges.)

It's Peggy Sage Polish
and it's Perfect



What? Perfect? Oh, quite . . . in a world of imperfections. There's simply nothing "pseudo" or "quasi" about Peggy Sage Polish! It brushes beauty onto your fingertips and there you have it—a grand manicure, in the grand manner!

Your Peggy Sage manicure, applied at home, is the neatest trick of your week. Wear any color, from angelic pink to tempestuous Carmine—and you've achieved a fashion scoop. For Peggy Sage colors are really glorious and, mark you, exclusive—impossible

• Liquid Polish in exclusive Peggy Sage Shades . . . \$1.00
"Set of Two" with Polish and Polish Remover . . . \$1.50



to imitate. No matter how deep the shade, it never, never stains or discolors your fingers.

And all the while you exercise the surest economy. Peggy Sage Polish has something substantial about it. It's rich and smooth—without being sticky. And it lasts and *lasts* and *lasts*!

You know and I know that the Peggy Sage Salon is famous for its perfect manicures. And you can capture the same perfection yourself with the Peggy Sage manicure accessories, now offered at the better shops.

• Cuticle Remover . . . \$0.75
Cuticle Oil . . . \$0.75
Hand Smoother and Softener Cream . . . \$1.00
Cuticle Cream . . . \$0.75
Hand Lotion . . . \$1.00

Peggy Sage
Salon MANICURE PREPARATIONS

SHOP-HOUND'S TIPS FOR WOMEN

(CONTINUED FROM PAGE 43)

with what you buy, at all at all. These are known as H. Leonard Simmons furs, which means Something if you are Somebody. One is a white ermine cape that fits the curious angle of your elbows, and very Vere de Vere withal. There are copies made of lapin that bring the thing within the reach of you and even you. Also for evening, there is a little round goldy-brown kid jacket, edged with fluffy Japanese mink around the neck and the short sleeves; the lining is a feature, being amusing plaid velvet. For daytime, there is a grey-brown caracal jacket with a narrow shawl collar that looks very brisk and right, and there is also another evening jacket—of Chinese ermine, which is an extraordinary, but pleasing colour—yellow. • Then, Jay-Thorpe has a trick or two in furs that would be appreciated, in this season when one is not apt to find chinchilla thingummies in one's stocking. There is a little cape made of flat caracal or something an awful lot like it, and this has a little muff,

made flat and limp and unstuffed. A necklace scarf—you know, one of those lei things—is made half of black fox and half of platinum, an effect both striking and endearing. For pure grandeur, there is a silver fox number, the silver foxes being mounted on a black velvet scarf, which in some occult way turns into velvet sleeves with two bands of silver fox. And, at Jay-Thorpe's, there is the nicest little circular cape made of nothing but mink. Mink, and yet bread to put in your children's mouths will not be out of the question afterwards. Far from it. • Just one more little fur, and we will pass on to other things, but this one little fur is not something people forget, being a three-in-one miracle at MacVeady's. It consists of a little cape, muff, and cap of ocelot. The cape is just visible to the naked eye, the muff is round, and the cap sits over one eye, abetted by a brown felt bow. They call it ocelot, but I call it tigerish, and its effect on antelopes and men should be savage. (Continued on page 76)

BACK TO NORMAL

(CONTINUED FROM PAGE 24)

where there is no excuse for it. This generation knows absolutely nothing about wines. How many people know that, in the French tradition, champagne is served only at the end of dinner, with the sweet and the fruit? The other day, I heard young Randolph Churchill discussing this subject with a distinguished diplomat who knows all about wines, and he claimed that it was the duty of the older man to take some of the younger ones under his wing and pass on to a chosen few some of his knowledge of these matters, so that the art of good living will not be entirely lost.

How the Paris dressmakers will appreciate the return to normal! Locked in their studios amid piles of beautiful materials and luxurious furs, their imaginations run riot, for they think by instinct in terms of elegance and luxury, till they are rudely recalled from their dreams by the impossible demands of practical business—chic and elegance that can be copied for twenty-nine fifty. All the same, they have clung to their dreams, and even the most despairing occasionally have the temerity to show among their collections some bit of elegant nonsense, just to keep their hands in, as it were. Of late, such dresses were seen in the collections, but rarely anywhere else. Yet the dressmakers have kept up the tradition, and the flame still burns in the world of the Paris *couture*. As the season goes on, I begin to appreciate these dresses more and more, and so, too, I notice, do the great ladies, with whom I sometimes spend the afternoon shopping at the dressmakers. "I think I will have that dress just for the pleasure of it," they say.

Before I went on my holiday, last summer, I was steeped in the ideas of 1932. I had been to a hundred cocktail parties during the months of June and July; I had fetched my

dinner from a buffet table some fifty evenings running in one season; I had left the house in the early morning, spent the day at my office, with an interval for lunch, and gone right on from house to house and from place to place, till long after midnight; I had seldom dined out in a white tie; my days and nights were crowded with engagements, while my engagement-book looked empty, for my engagements were made from hour to hour, instead of in advance. And when I saw the dress collections, in August, I was vastly impressed, as was every one else, with those "practical" dresses that a woman could wear out to lunch and, as the day advanced, transform by sleight of hand into afternoon and, later, evening dresses. But after I had thought it all over, lying in the sun for thirty successive days in complete idleness and quiet reflection, I returned to Paris with a very different idea of life, produced by what I discovered was a bad taste in my mouth.

The only way to get rid of that, I feel, is to put on a white tie every night for dinner (of course, I exaggerate), to see lots of pretty women dressed up at night (and in the day, too, for that matter), to turn down the cocktail before dinner, and refuse to go anywhere in the afternoon where I can't have a cup of tea. I want to see footmen at parties, instead of waiters from the Ritz, and I would even prefer to see lighted candles instead of candelabra lit by concealed lighting—so reactionary do I feel. I would like to go to the theatre, instead of the cinema; and I want to be served my food, just for a change. I am going to buy lots of new clothes, and insist on my chauffeur looking smart, too. I am going to take out my top-hat and have it ironed (if the moths have not devoured it), and I am going to send a certain lady orchids and beg her to wear them.

"HIM"



Ruby velvet—
cloth of gold—
by

Henri Bendel Inc.
10 West 57th Street





BAG BY BAGCRAFT

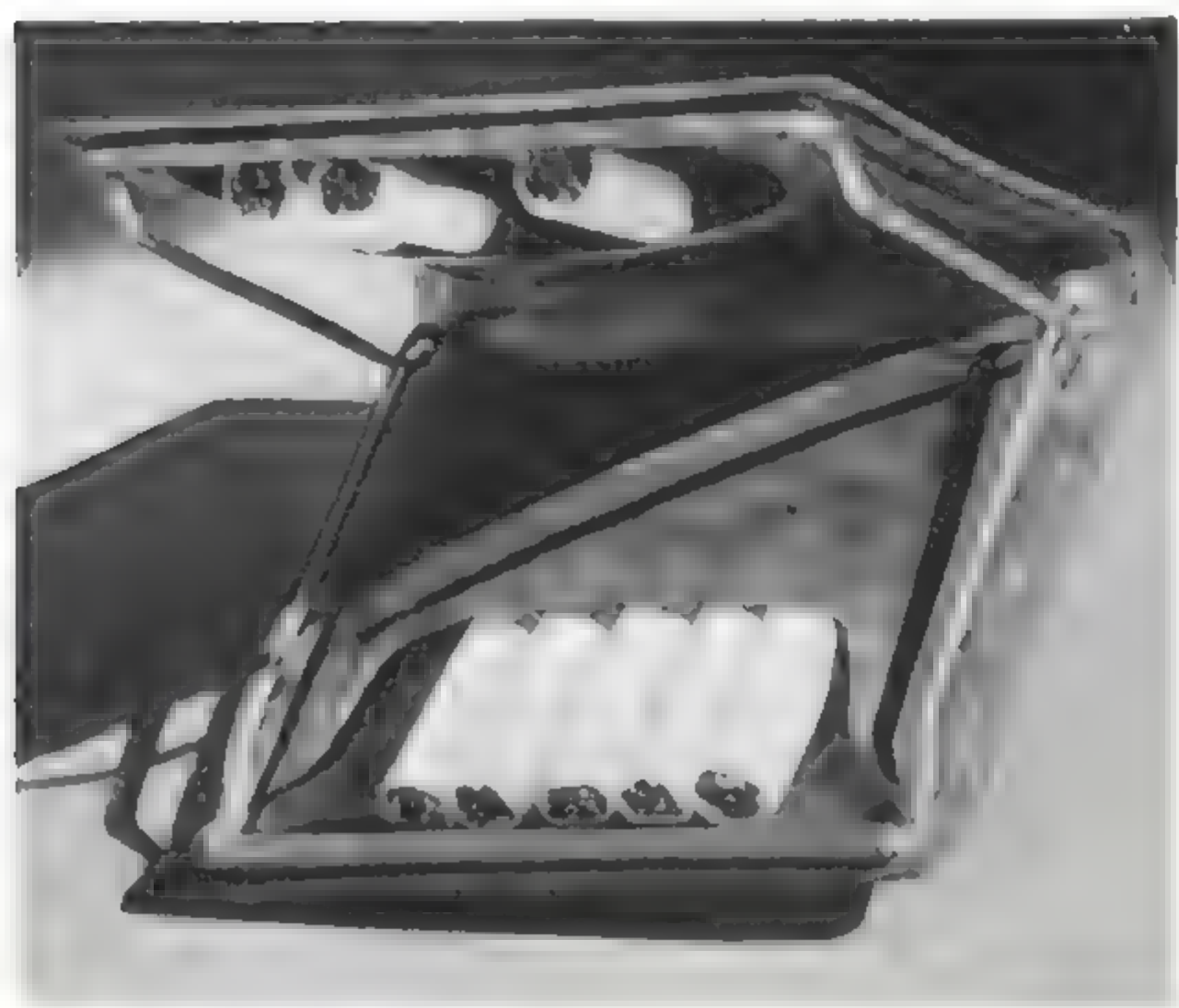
EXO•DOT FRAMES

newest feature
of fine purses,
vanities, and
cigarette cases

You'll be looking for this amazing new frame—and finding it, too—in the very best of bags. Exo•Dot Frames are tremendously popular abroad—and won't American women welcome them!

They're a comfort because you open your bag with a slight pressure at the sides and close it with a snap at the top.

And they're smart because they allow unusual designing, unmarred by handles or clasps or tabs. Two interesting uses of Exo•Dot Frames are shown here. The name is stamped on each frame—it's a name worth looking for.



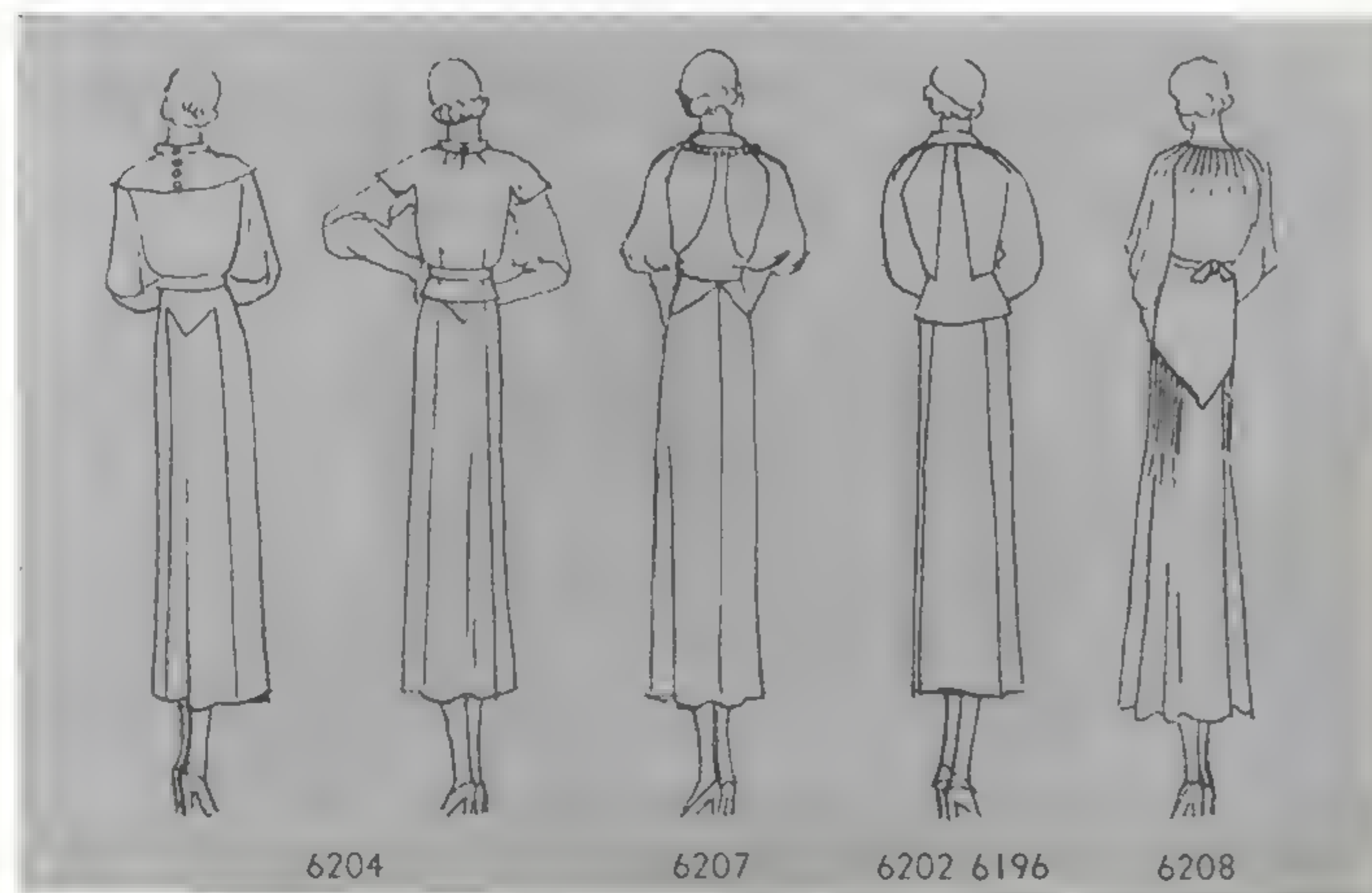
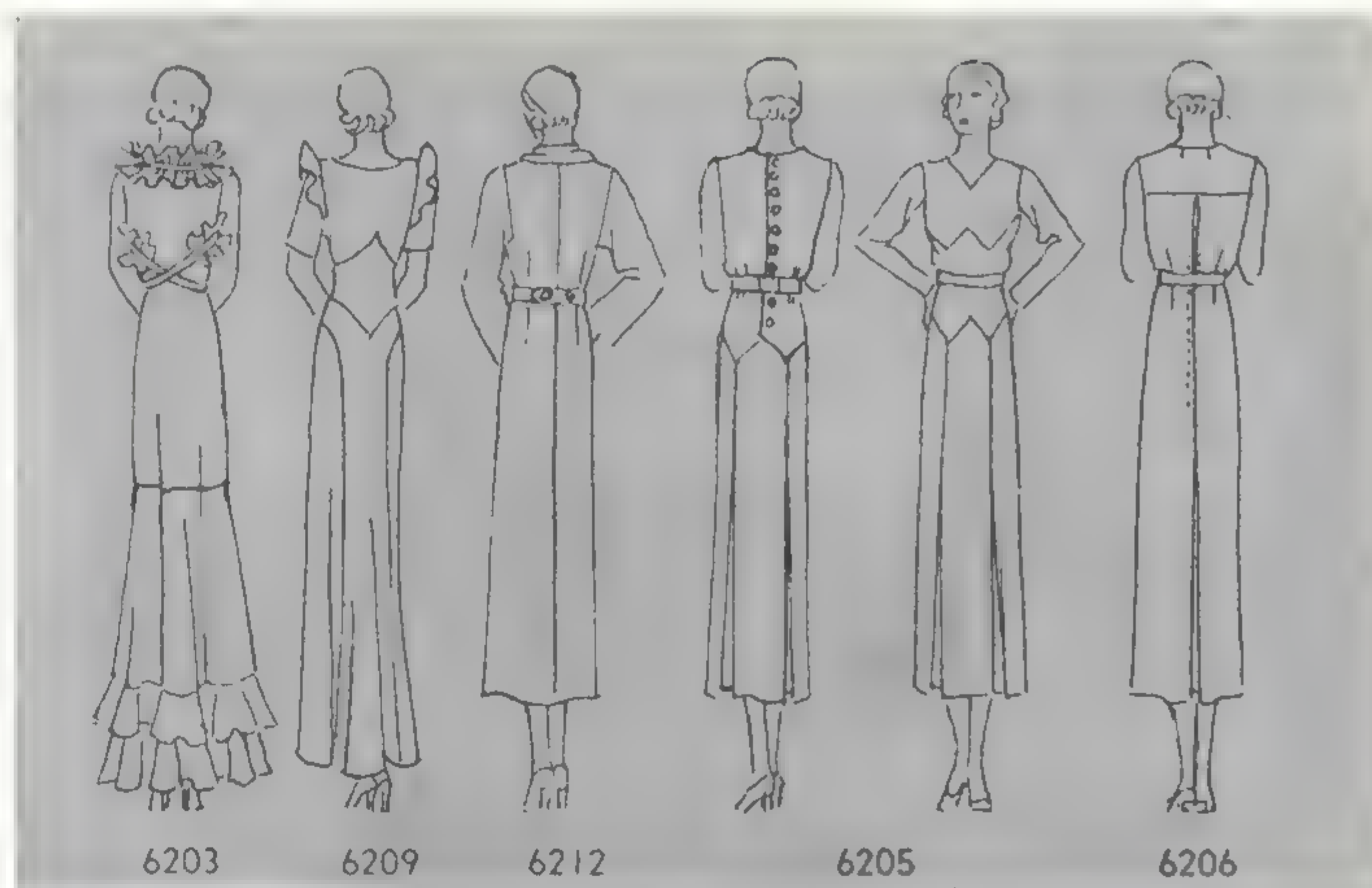
CIGARETTE CASE BY RUMPP

The suède bag above, made by the Bagcraft Mfg. Company, has a trim outline which is only possible with an Exo•Dot Frame.

The smart cigarette case at the left, made by C. F. Rumpp & Sons, has an Exo•Dot Frame that makes it completely modern.

EXO•DOT cigarette case and vanity frames are made by United-Carr Fastener Corporation, Cambridge, Mass. The hand-bag frames are made by Frank J. Quigan Company Inc., Brooklyn, N. Y., a subsidiary of United-Carr Fastener Corporation.

NEW DESIGNS AS SEEN FROM THE BACK



The panel above gives you another slant on the designs shown on page 58—most of which are destined for Southern wear. The lower panel puts before you the rear views of the designs for dressmaking on page 60

SHOOTING CLOTHES

(CONTINUED FROM PAGE 26)

time. Simply wear any good cubbing habit, and the breeches look better if they are quite loose.

Wear high-laced boots or gaiters—not your best Maxwell riding-boots, because you will do a good deal of walking and briars would ruin them. The briars are thick all through that Southern country, and, therefore, rough tweeds are a nuisance. You need some material with a hard, smooth surface, such as gabardine or covert-cloth.

Some women sew chamois on the breeches to protect the knee from briars. It is usually hot in the middle of the day, so that you don't need a sweater, just a riding-shirt under your coat. You should take along a top-coat, however, in case of rain and in case it is cold while you have a picnic lunch. Those rough waterproof Harris tweed capes that you get at places like Romaine and Patterson are good, because you can slip into them easily. Almost every shooting family possesses a motley collection of ancient capes handed down through several generations. Like leather, they seem to last forever.

• If you are asked to go pheasant driving, you *must* pay attention to colour, because there are no butts and anything bright on the horizon startles the birds. Almost every one on Long Island or in other parts of New York

State, where the pheasant shooting is particularly good, wears a tweed suit or a tweed skirt with a loose-fitting chamois or leather jacket and a sweater beneath. In fact, wear just what you do in Scotland, only one is not apt to have as much rain in America as in Scotland, and, therefore, you don't have to have your shoes as heavy or as water-proof as those you wear on the moors. The walking is not usually rough enough to make linen spats or canvas-topped boots necessary. Always take along some kind of a rough top-coat. Your loader carries it while you are shooting, but you always need it badly when you are driving or motoring home.

• For trap-shooting, you simply wear any good-looking, comfortable sports clothes, preferably something that doesn't look too nifty and Parisian.

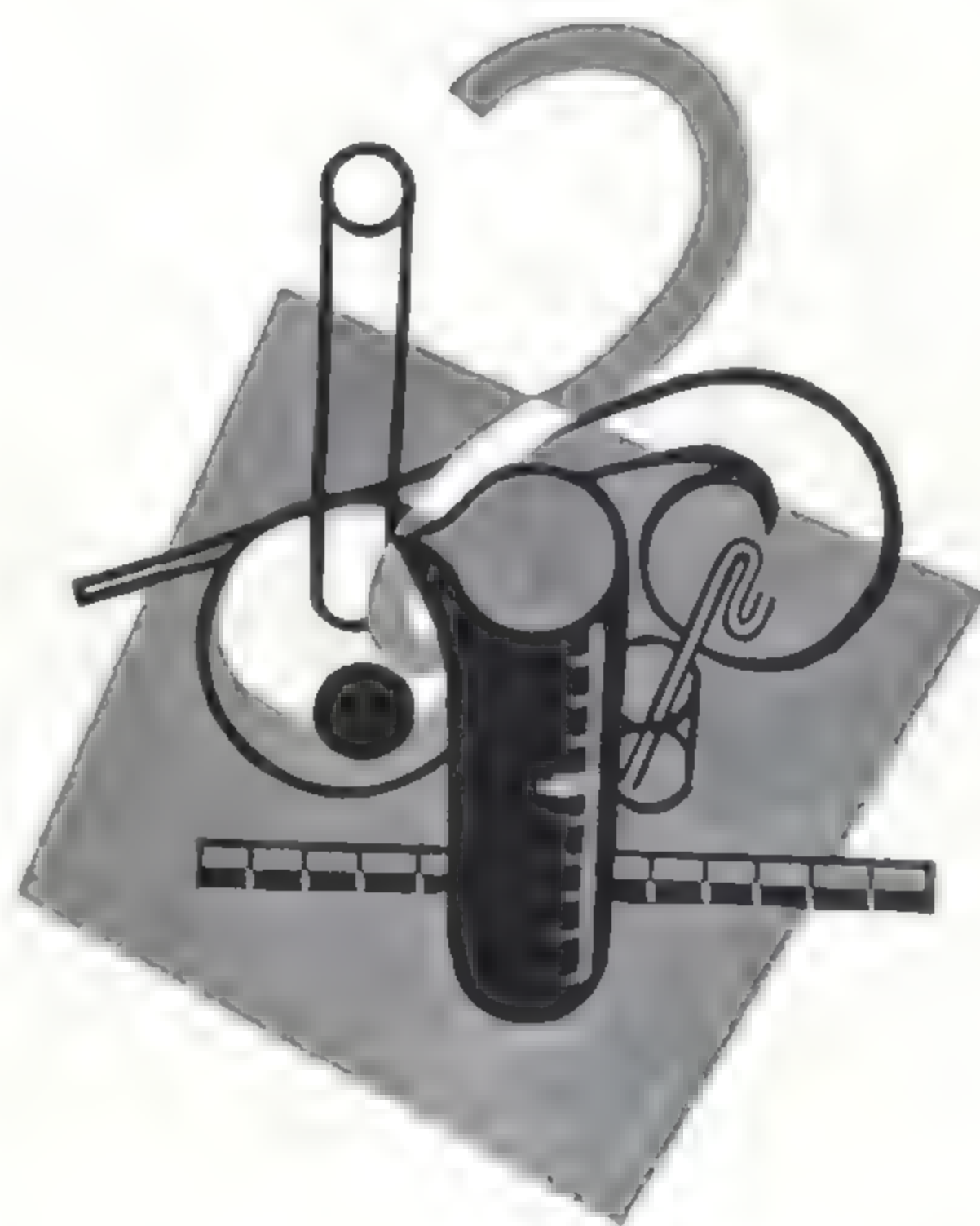
• At duck shooting, no one ever sees you, so you wear the warmest, most comfortable, and most rain-proof old clothes you own and the most inconspicuous colours you can get together. The essential is to look as much like the marsh-land as possible. Wear plenty of woollies, for it is as cold as Greenland in a swamp at five-thirty on a winter morning. Usually, rubber boots and very heavy wool stockings are necessary, as well as heavy lined gloves and a cap with ear tippets.

3 PROBLEMS 3 SOLUTIONS

1. Her husband was a naval officer attached to a South American legation. She was confronted with the problem of the effect of a prolonged stay in such an environment upon her rapidly maturing daughter. She was out of touch with the school situation at home due to their nomadic existence over a period of years. Whom to approach for advice? Wasn't there some organization in the United States that could give her counsel based upon thorough investigation? She desired the advantages of her own girlhood—the background and friendships of normal American life—for this child brought up in foreign countries.

- After many troubled weeks she heard of Vogue's School Bureau and put the matter in its hands.

- Yesterday she received another happy letter from her daughter—a letter full of the everyday joys of school life—the contentment of normal living.



2. His father was an alumnus of one of the oldest and most prominent preparatory schools in America. Under normal circumstances the son would have followed him there. The son had, however, an unusual flare for scientific research that might, under proper tutelage, develop into a career of importance. What schools had the best laboratories? What schools specialized in scientific research? What schools treated their schedule of required subjects with a grain of salt and a sense of the ultimate rather than the immediate values?

- He consulted Vogue's School Bureau. A member of its college trained staff was able to direct him in selecting the right school in this particular field.

3. She had been married three years. Her home ran like a well-oiled machine. Her servants were perfect—her nursery a systematic schedule of bottles and naps. Her husband was a busy executive caught in the grinding wheels of finance. What to do? Golf? Yes. Bridge? An endless round. Luncheons? Monotony.

- She had gone in for dramatics strenuously at school—had wanted to continue along these lines but marriage had interfered. There was nothing to interfere now. She wrote to Vogue's School Bureau for a list of dramatic schools best suited to her needs. She found what she wanted. Life seemed to take on a freshness of purpose. The days sped by. The household machinery rolled along. Her problem of ennui was solved.



VOGUE'S SCHOOL BUREAU

THE CONDÉ NAST PUBLICATIONS, INC., GRAYBAR BUILDING, NEW YORK

These are some of the solutions brought by Vogue's School Bureau to the varied problems of persons both here and abroad. Years of experience in dealing with personalities and in the investigation of the principles and practices of the schools themselves have equipped the individual members of this college trained staff of men and women so that they are in an unique position

to serve your needs, to help solve your school problems.

- If you desire such assistance, write to Vogue's School Bureau explaining the factors that will bear upon your decision. Or, if it is possible for you to do so, call in person. We will be glad to discuss your school problems with you, without obligation, or cost. Graybar Building, Lexington Ave. at 43rd Street, New York City.

BISECTING THE AMERICAS

(CONTINUED FROM PAGE 37)

you may find Colón, one doubts if you would like to stay there.

Next—the Canal trip, the thing you have really come to see. Lunch on board is a hectic affair, served on deck with Filipino boys as excited as you are and iced-tea and pea soup jumping about in a frenzy. And all about that little Canal that the *National Geographic Magazine* and the picture postcards have done so well by. Only it's much nicer. You don't even take your afternoon nap, you are so busy staring at the wonders of engineering. After dinner, you dock at Balboa and have about four hours, if you want to go ashore. This is just about time enough to see the flat arch of Santo Domingo, the gold altar of San José, the egrets that live in the patio of the Governor's Palace. You will probably end up at Kelly's, where the cover charge is a dime. Incidentally, don't let any mercenary driver inveigle you into hiring a car to drive miles and miles and miles out to Old Panama. The bishop's palace and the monastery are all there is left, and you can't see them in the dark.

After that, you have peace and the blue sea for a couple of days, broken only by an afternoon in Puntas Arenas, Costa Rica, a sleepy little hole with mud huts and palm-trees, which are getting to be no treat to you. There is a beautiful long beach, which would probably be beautiful by moonlight, but, by moonlight, you've gone away from Puntas Arenas.

Corinto is more like it. The marines are there, *whoop-la*. If you are a good girl and look your best, they may take you out in a launch to an island where you swim in overpowering breakers and water of bathtub temperature. Then, there is a spot known as Chris's Bar, the House of Bottles, but there's really only one room made of bottles, in case you had your mind set on glass houses. Corinto is hardly a city; the shops are really just things spread out on the sidewalk—fruit and brightly coloured gourds and fine alligator belts and slippers.

There are two inland trips ahead of you—at San Salvador and Guatemala City. These fall on successive days, and, by the end of them, your sight-seeing muscles are worn ragged. Good advice is to toss a coin and stay aboard one or the other of the days. Whichever day you stay aboard, you will sit watching sharks and snappers and being sure you've missed the right trip. There is no right trip. There is no wrong one. The San Salvador one comes first, and you jiggle down a jiggly ladder to a jiggly lighter. The Guatemala trip, on the other hand, begins with your being handed overboard in a basket that hits the lighter

below with a sort of crashing scrunch. Such thrills to the contrary notwithstanding, it is a beautiful sight you get of the white spray of waves as they strike the sea-wall a mile away, for you are anchored way out. Agua and Fuego, the two volcanic cones, rise about fourteen thousand feet and, though they are thirty miles from the coast, seem to shoot up out of the ocean.

On the Guatemala trip, you are up, basketed down, and off on your four-hour trip by eight o'clock in the morning.

Both cities—San Salvador and Guatemala—are a new kind of city in your recent tropical experience. Both are metropolises, with a cosmopolitan atmosphere induced by the mixed population of English, French, German, and American. People go to the movies on Sunday nights on a season ticket to see their friends; they play golf and tennis and ride horseback; they tea-dance—as do you—to a marimba band at the Palace Hotel at Guatemala City or at the Nuevo Mundo at San Salvador. You see avenues of fine-looking houses, miles of royal palms. In Guatemala, it is worth going to see the Maya ruins at Antigua.

You reach Mazatlán, Mexico, about four days later, after you have recovered from this debauch of sightseeing, and find it really the most picturesque place of all. Sleepy as sleepy can be, and the quarantine officers and the pilot that meet the ship in the harbour are lazy, too. You have plenty of time to admire the view—the strange, rocky promontory, the land-tied island topped by what you are assured is the second highest—or maybe the first or third—lighthouse in the world. It is magnificent, but Mazatlán is perhaps a touch better offshore than on. You go to the distillery, the fort, and the Coconut Grove, which is only a coconut grove, and you go to the very good hotel, done in tiles, with the slight drawback of a pet python that roams the courtyard unrestrained. The hotel has no stairway, and it is said that the owner built the wide, inclined runways so that he could ride his horse up to his bedroom doors.

After this, the tumult and the shouting are over. You sail up the Californian coast, in the famous sunlight. The shore-line is indubitably beautiful. The brightest thing you can do is to go straight up to San Francisco for the thrill of sailing through the Golden Gate, and go down to Los Angeles later, instead of leaping right off there en route, as many people do.

There is very little question about how you'll get East again. The Canal is well known to be habit-forming.

FOR SUMMERY DAYS AND NIGHTS— EVERGLADES CHIFFON

A sophisticated cotton is Everglades Chiffon—cobweb-sheer, delicate in texture, and patterned for the most critical approval. For afternoon or evening you'll find nothing more charming for the Southern season and our own summertime • The present vogue for diagonals, stripes and checks achieves a new piquancy in these fine clear voiles which drape so beautifully and have always that air of freshness which is the inimitable quality of really choice cottons.

Look for "Butterfield" on the end of the bolt.

Butterfield on a fabric is a quality guarantee.

BUTTERFIELD FABRICS

FRED BUTTERFIELD & CO., INC., 361 BROADWAY, NEW YORK, N. Y.

Vogue will be glad to send you upon request a booklet, "Give Beauty a Hand," which discusses the care and beautifying of the hands, arms, and finger-nails. Address Vogue's Beauty Editor, Graybar Building, Lexington at Forty-Third Street, New York City

A NEW IDEA FOR CHARITY

(CONTINUED FROM PAGE 47)

herself painted No. 7. No. 8, a Victorian portrait of a child, was done by Comte Georgio Ottone. The dog painting, No. 9, and the pencil drawing, No. 10, were done by the Comte Armand de La Rochefoucauld and Mrs. Ector O. Munn, respectively.

No. 11 is a portrait of Miss Maxwell, which was painted by Lady Mendl. No. 12 is a crayon drawing of Marlene Dietrich, made by the Baron de Gunzburg.

No. 13, "The Vanderbilt Convention," is a second work of art by John McMullin. No. 14, a painting of flowers, was done by Mrs. Benjamin Rogers.

No. 15 is a portrait of Madame Chiesa, by the Comte Pierre de Cossé-Brissac. No. 16 is the Princess Ilyinsky's portrait of her son, H. I. H. Prince Paul. And No. 17, by the Hon. Mrs. Reginald Fellowes, is called

"The Hand and the Elephant Tail."

Among the American contributors are such celebrities as Clifton Webb, Marilyn Miller, Mrs. Carroll Carstairs, Mrs. Graham Fair Vanderbilt, Mrs. Marshall Field, and an impressive list of others, none of whom, Miss Maxwell promises, has ever set brush to canvas before.

If you decide to try this for your own pet charity, assembling paintings of the best-known non-painters in your own town and charging a profitable admission fee, you may at first encounter a little difficulty in persuading some of the exhibitors to try their hand at art. In that case, we offer you the advice of a French artist who was consulted by one of the contributors in Paris. "It's quite simple," he said. "Just buy tins of Duco, mix them up with benzine, and get yourself covered with paint."

SEEN ON THE STAGE

(CONTINUED FROM PAGE 48)

the other six actors involved. All nine players combine with the author and the director to provide an unusually delightful evening.

"DANGEROUS CORNER"

Shortly after "Dangerous Corner" opened at the Empire, the papers announced that the play had been novelized by one Ruth Holland. "Dangerous Corner" was written by J. B. Priestley, the novelist. And, what is more ironical—the piece acted on the stage is much more like a novel than a drama. Neither the action nor the dialogue is sharp or challenging. All three acts flow by, except for brief moments, with polished uneventfulness. The staccato clash of characters and incidents and conversation which is drama, Priestley has brought to the surface only rarely and then not convincingly.

The talents of several gifted actors have only a slight chance to function in "Dangerous Corner." Even Jean Dixon, Colin Keith-Johnston, and Stanley Ridges fail for the greater part of the evening to "register."

"CARRY NATION"

"Carry Nation," Frank McGrath's drama of the obsessions and actions of the first sensational prohibition crusader, lies at the other extreme from the Priestley endeavour. Once it gets started (about a third of the way through), it smashes with as much vigour as the lady herself employed. The apostle of "hatchitation" "hatchitates" the places where "Hell's broth" and "the Devil's soup" are dispensed with thrilling irresponsibility. The audience viewing it from the smug loftiness of a *fait accompli* would enjoy it more if the author had not been so intent—and at such length—on showing his heroine's background. A line or two would suffice to inform the people out front that there was insanity in the family of David Nation's wife. Otherwise, it is absorbing, exciting, frequently merry, biographical drama.

Arthur Beckhard, the producer of "Another Language," produced "Carry

Nation." His wife, Esther Dale, plays the fanatical heroine without compromise; she convinces. Leslie Adams creates an excellent portrait of her unfortunate husband. Most of the minor rôles are well done. And Blanche Yurka's direction maintains a lively tempo, varied and accurate.

"CAMILLE"

There are at the moment two "Camilles" in town. Last summer, Robert Edmond Jones dusted off a long unused opera-house about twenty miles from Denver and presented the famous drama by Dumas *fils* in the manner of 1878. That production is now at the Morosco Theatre.

Jones, needless to say, has produced it with taste, appreciation, and a charming nostalgic flavour. But he made one serious error: he would have had difficulty finding any one more unsuited to the rôle of Marguerite Gautier than Lillian Gish. Even if she were an accomplished actress—which she certainly is not—she could never convince any one that she had had a "past" and that she was still "living in sin." She is utterly spirituelle, by temperament, appearance, and manner—at the other pole from a demi-mondaine, even a "high-class" one. She gives the impression of a sweet little girl who has strayed from her mother into a wicked milieu. Were Shakspeare to drift into the Morosco, he would certainly be tempted to cry, "Get thee to a nunnery." And everybody would agree with him.

If there were airplane service between Forty-Fifth Street and Fourteenth Street, theatregoers would have a fine and profitable time. They could see Miss Gish in the second and fourth acts and Eva Le Gallienne in the first, third, and fifth. Or vice versa. A flamboyant rôle played in two utterly different ways, both repressed—one the repression of stainless purity, the other Chekhovian repression.

And, while the impressions were fresh and vivid, the fliers could also contrast the Jones or scenic designer with the Constance Collier or actress direction.



"HAVANA NIGHT"

Hattie Carnegie

INCORPORATED

FORTY-TWO EAST FORTY-NINTH STREET • NEW YORK



PHOTO BY CHARMANTE STUDIO

SOCIETY WOMEN KNOW RIGHT WAY TO REDUCE **FAT!**

• It is imperative for society women—young and old—to possess a trim, slender figure. Following the hounds, dancing at a smart night club—presiding at tea in one's drawing room—all demand a svelte, graceful figure if one is to acquit herself with honors.

• Many women have foolishly spent thousands of dollars trying to obtain this elusive, youthful litesomeness and failed—all because they did not employ a sensible, safe and scientific treatment.

• But now, thanks to modern science which gave an eager, waiting world a most needed and vital discovery—Kruschen Salts—women in every walk of life now know not only an effective, safe and economical treatment to take off that surplus fat but also a splendid method to promote better health, greater physical beauty (as reflected in a smooth, unblemished complexion, bright eyes and added vivaciousness) and a daily feeling of sublime "fitness".

• Simply take a half teaspoonful of Kruschen Salts in hot water in the morning before breakfast. To be sure you can hasten results by going lighter on potatoes, pastry and fat meats but remember **NO RIGID DIET IS REQUIRED** while taking Kruschen. "It's the little daily dose that does it".

• A jar of Kruschen lasts 4 weeks and costs but 85 cents at any drugstore thruout the world. For your health's sake—refuse anything supposed to be "just as good". There's only one Kruschen—**INSIST** on it—the results are worth it.

FREE: Send name and address to Dept. P. E. Griffiths Hughes, Inc., Rochester, N. Y., for new book giving vital points on how to youthen and beautify one's self. No charge to Vogue readers.

KRUSCHEN SALTS

SHOP-HOUND'S TIPS FOR WOMEN

(CONTINUED FROM PAGE 71)

• Another problem that confronts the generously minded around Christmas time is that of old ladies. What in the world to give them? They are apt to be so wise and oriented to the world that a lot of things would seem silly to them. But there are some really marvellous cashmere shawls at McGibbon's, imported and plain or with nice Scotch plaids; they would make grand presents to the elderly members of your acquaintance.

Also at McGibbon's are a number of small knee rugs to use in a car or anywhere else when you feel chilly. They are made of fine woollen—are neat little tricks costing under \$4. Eileen Dougherty is, of course, famous for her little plaid motor aprons, which tie snugly around you and keep you as warm as toast—you or the old lady you have the good sense to give one to. I am also a great admirer of McGibbon's plush lap-robies, which have a kind of grand look, reminiscent of barouches and fat coachmen.

WHAT THE WELL-DRESSED BED—

• I don't think you could please a lady more, this year, than to give her beautiful things in the bedding line, because, left alone with her pocketbook and her conscience, she would undoubtedly buy the humblest of grey army blankets and the coarsest of sacking for sheets.

• That lovely Esmond Blanket place has brought forth a species of coverlet which combines the virtues of a blanket cover and a blanket, since on the top side it has a smooth rayon surface with an interesting weave, and, on the underside, there is just nice, soft, woolly blanket. Also, a concoction called "Percolair," which is an all-wool mesh weave blanket that looks like an old-fashioned hand-made afghan. They tell me that this washes practically like a handkerchief, and it costs very little.

• Also a swell present would be one of the arrangements that the Chatham people have produced—a lovely, reversible blanket folded nicely into a really exciting Christmas box, all silver and glittering, with a red cellophane ribbon. You can get the blanket in such soul-satisfying combinations of colour as rose-pink and a soft gold colour, or blue and peach colour, or tan and mahogany colour, or lots of others. And the whole business costs in the neighbourhood of \$5.

• Wamsutta has an enormous line of sheets in colours, and they aren't any old colours, they are very special. For instance, besides the ordinary common or garden blues and pinks (and very nice they are, too), there are some clear, subtle shades like turquoise, apricot, apple-green, rose-pink, and écreu, which are delicate and lovely—and what's more, no one else makes them, but I would warn you to give enough sheets and pillow-cases so that the lady who gets them won't find herself forced to put a green sheet and a white sheet and a pink pillow-case on the same bed!

• After all has been duly said and done, it will be generally conceded that there is really nothing like a good bag for solving the problem of ladies plus Christmas.

• The Nelson-Hickson people have some very special bags; viz, to wit, one medium-sized fitted bag for travelling, of a divinity, of black leather with a beige case, lined with grey Rodier tweed and fitted with jars and bottles with tops made of a grey eggshell crackle enamel. This is desperately smart. Then, there is a hand-bag that is marvellous—an oblong pouch with a slide top, which is made in any material, from black tweed to black velvet, further embellished by a large rhinestone safety-pin. There are, also, little leather change purses made in France that have compartments marked for franc notes. An evening bag I liked was made of streaky white antique velvet, very pouchy, with a gold clasp. And a grand fitted case, chunky and square, was made of brown morocco lined and covered in beige, fitted with bottles and jars, with bright yellow enamel tops.

• The Virginia Art Goods people have two bags in particular that you ought to know about. One is a teeny-weeny little black envelope, ladylike as I don't know what, which fastens with a delicate marcasite flower. The other is also a black suede envelope, but bigger, and it has a flap piped with three tiers of silver kid. These are from Best's.

• MacVeady is represented by a delegation of bags, consisting of a chic black alligator bag; a big, scrunchy pouch with a hidden slide fastening, paunchy and important-looking, a white satin pouch brocaded over with gold, having a gold frame that turns into leaves at the corners, if you comprehend that; a black velvet envelope with two big diamond clips.

THIS AND THAT

• This seems the only way to classify a practically endless collection of appetizing miscellany found hither and yon. Dip in your thumb and pull out a plum.

• First, we have a curious little gadget called "Lu," which is a small metal cylinder with a nib at one end. You fill it with perfume, and, when you want to make yourself alluring, you dab yourself with the nib and one drop comes out; no more, no less. It's from Olivette, Fifth Avenue.

• Saks-Fifth Avenue has some of the smartest paper in existence, made by the Hurd people, in either grey or white, cross-barred into small checks with lines of darker grey. It costs so little you'd laugh. And there is some thin, crisp paper that has a herringbone design, which is in long, narrow, double sheets and folds into a square envelope. Saks has, also, some belts made of lumps of brown shell attached by means of elastic, so that they fit you tight.

• For moderately priced presents, you can do no better than to go to Macy's Corner Shop and stay there. For fascinating knickknacks of every kind, cheap as cheap and amusing, this place is Heaven. There are a lot of German copies of Victorian china and glass that are chic. You can get a huge china pear painted after Nature, to hold jam or marmalade. Or you can get enchanting copies of Victorian china door-knobs, painted with flowers. There are thousands of things, and you should not miss them.

BROMLEY JERSEYS

Do not hug the figure!

Wear the *Smartest* of all sports materials without fear of looking like the figure "8".



No Wardrobe is Complete Without a BROMLEY JERSEY

the ideal frock for sport, traveling, business and general utility wear.

Many colors and models for your selection.

18/33

Wool Jersey \$25.00. Made in stock sizes or to individual measures.

Bromley-Shepard Co., Inc.
LOWELL, MASS.

BOSTON NEW YORK CITY
Address All Communications to Lowell, Mass.



"GIMME ONE, me sister's got it"

A ragged, dirty newsboy blurted, "Gimme one, me sister's got it," and dropped on the marble counter a single penny that tinkled lonesomely. He was buying one of the first Christmas Seals sold in the United States for anti-tuberculosis work. The need was great. He knew. His sister had it.

Today, Christmas Seals help protect you and your family, for although the death rate from tuberculosis has been reduced two-thirds it still kills more people between 15 and 45 than any other disease. Your pennies make possible free clinics, nursing service, preventoriums, and educational work that mean cure for some, relief for many, and hope for all.

BUY CHRISTMAS SEALS



... is a remarkable new face powder that blends with your present complexion and keeps on blending as your tan disappears. MARGIE will see you through Winter and Summer, daytime and evening. The quality and fineness are the same as LA-BLACHE, which has been famous ever since the grand old days of Sarah Bernhardt and Adelina Patti.

50c at Department and Drug Stores.

BEN LEVY CO.
BOSTON, MASS.



--NOW--

JAMES BORING COMPANY

Offers the Supreme Travel Adventure at the Lowest Cost in History

WORLD CRUISE
AS LOW AS \$1325 PER DAY to \$2850

Including shore trips, visiting 140 world-renowned cities and places

You can actually circumnavigate the globe for as little as \$290 per month—in the famous world-cruising S. S. PRESIDENT JOHNSON, specially chartered from the Dollar Steamship Lines. EASTWARD from New York February 4th; 137 days; 37 countries and islands; 38,000 miles. One ship, one management throughout. Personally directed by James Boring. First class only. All staterooms outside.

MEDITERRANEAN WINTER CRUISE

53 days, first class, \$590 to \$1400; visiting 21 ports in 12 countries and islands. Stopover opportunities in Near East and Europe.

See your travel agent, any Dollar Line office, or send for Booklet J3

JAMES BORING COMPANY
INCORPORATED

642 Fifth Avenue, New York
333 N. Michigan Ave., Chicago

SHOP-HOUND'S TIPS FOR MEN

(CONTINUED FROM PAGE 42)

with no fear of things falling off. The niches for the bottles are trustworthy, and there are seven of them, and also plenty of niches for glasses and compartments for serviettes and silverware. The cart is over three feet high, with lots of length and breadth. And Spalding's has a floor lamp that can be bent to one's will and is something that all men have dreamed of—plain, purposeful, and inexpensive. It has no spine and can be doubled up to any shape and pulled over a left shoulder. The base is cut out to fit a table leg, which makes it perfect for bridge.

• If you feel that you know your bachelor well enough to give him something a touch more personal than flowers or candy, I suggest a dressing-table set of English walnut and West African cherry. These are decidedly masculine, a bit expensive, but good-looking to the *nth* degree, and they can be found at Saks-Fifth Avenue.

• Matches play an important part in the life of every man, and I'm sure a copper cylinder, from Martin and Martin, that holds five hundred packs and has a large "striker" on the top would be appreciated. Another thing that a bachelor might like, for his friends who swoon when they reach for a Lucky and get a Camel, or vice versa, is a three-compartment cigarette box of burrel-wood with the brand of the cigarette lacquered on each compartment, from Ovington.

• My careful survey of lone men, this year, has led to the discovery of many an interesting fact, one of which is that they are very keen about keeping fit. And they drink a lot of milk. I found a beverage shaker at Alice Marks that would be perfect for one of these health addicts. A watch spring on the top winds the cylinder that does the shaking, à la drug store.

If you want to prove how thoughtful you are, and how well you know that men hate to carry things that create a bulge in their dress pockets, buy "him" a very thin oblong cigarette-case of black faille silk, from Alice Marks. And McCutcheon has some manly beige bath towels with tan borders and monograms—rich and handsome.

• Those of you who are not adverse to giving your husbands and fathers accessories that may encourage travelling (you know how the ads read—"thus and so makes travelling a pleasure"), I suggest a carry-all bag of pigskin, from Abercrombie and Fitch, that lives up to its name. And Altman has some of those nice, staid, reliable toilet-kits that are just the right size (five by nine inches, to be exact) and contain none of those curious gadgets the uses of which present such controversy in the minds of men.

• Here comes a bombshell—gentlemen actually like Pullman slippers. Statistics prove it, whether they have learned to love them through years of being the recipient of them or whether their affection is real, I can't say, but

the fact remains. Brooks have nice ones, of soft, durable leather in various colours. There is a tradition that all travelling-men play poker, and, for those who believe this, Ovington has some very portable poker sets with a neat slide fastener running two-thirds of the way around.

• If, on the other hand, you want to persuade your male relatives to stay near the home, Cartier has a key-ring and chain that will make it possible for any man, under any circumstances, to open his front door. The chain is of gold and of the snake variety, and it fastens securely to a vest button. There are two rings on the other end, one for all the less important keys and one for the front door, this key being separate and sliding automatically up to the vest button on being removed from the pocket. You can well imagine how this would facilitate matters!

• Husbands are often trying at a tea-party in their own homes. They are apt to disappear in the kitchen with a buddy or two on the pretence of mixing more drinks, and there they stay talking over old times. Saks-Fifth Avenue has a mixing tray that will keep the host-husband in the living-room. On it, he can cut oranges as roughly as he likes with no harm done to the tray. A high stand can be bought with it, or it may be put on a table.

• A masculine trait, which I am afraid I share, is to fancy things that come apart and turn into all sorts of other things. For instance, a silver bottle stopper at Ovington's can be dismembered and made into a corkscrew, a bottle-opener, and a funnel—just the thing to give a grown-up nephew. The Buxton wallets, as every one knows, are made without stitching and wear forever. Altman carries them and is featuring a new one with a labour-saving change speller. One of these with a key-case from which keys can be detached with ease would take care of an uncle. If you have a young brother, you might give him a blue lounging suit from Best, with a plain flannel top and Glenurquhart slacks—not too dressed up and very smart.

• Perhaps your husband has a grandfather who is awfully rich and very near-sighted, and you think it would be politic to remember him at Christmas? Send him a reading-glass with a spot-light attached, from Ovington.

• In a miscellaneous group of gentlemen, I have included all sports lovers. At James Mont, Inc.—salon on Park Avenue—one can buy bars to one's heart's content, from eighty dollars or so, on up. They are original and fascinating. The Polo Shop, on East Forty-Fourth Street, will probably be your undoing if you are planning to give your hunting and polo and horse-showing friends something in the way of tack-room equipment. Handsome spurs, folding bootjacks, boot horns (foot-note for the lay woman; these don't blow—they protect the buttons from catching on the boots when pulling the boots on), and innumerable cleaning kits.

TRY these ON YOUR CHRISTMAS LIST



Regard, if you please, these charming solutions to your gift problem. Our buyer shopped all over Europe and America for the handles. The silk was loomed in Follmer, Clogg's own mills—except for a few choice imported patterns. The styling was done by Follmer, Clogg's expert Fashion Bureau (as, indeed, is the case with all Follmer, Clogg umbrellas). What's more, the *fe* button on the tie is your guarantee that they'll wear and wear and wear.

A. SPOTLIGHT, an ideal traveler, measures only 22 inches over-all. B. Here the solid cover boasts a plaid insert, done in stunning colors. C. The silver deposit handle links STRATHMORE to the jewelry mode. D. One's very own initials keep MONOGRAM from straying. E. The POCKET umbrella folds without a struggle to 10½ inches, and weighs only 12 ounces—an altogether givable gift.

Umbrellas for Dress, Tailored, Sportswear... for Suitcase... Motor... Golf. Distinctive, moderately priced styles for men, women, children, at leading stores everywhere. Should you fail to find them, write Follmer, Clogg & Co., Lancaster, Pa. Other offices: New York, Philadelphia, San Francisco.

**FOLLMER
CLOGG
UMBRELLAS**



Look for this Distinguished Service Button, or "Follmer, Clogg" on the rib.

IT'S ON PAGE

● Automobiles		● Ready-to-Wear	
Lincoln	11	Bromley-Shepard Co.	76
		Mrs. Franklin	68
● Cigarettes		● Schools & Camps	
Lucky Strike	Back Cover		6 7
● Corsets, Hosiery & Lingerie		● Shoes	
Gotham Silk Hosiery Co.	3	Pedemode	66
● Fabrics		● Shoppers' & Buyers' Guide	
Fred Butterfield & Co.	74		12
Viscose Company	2		
● Foods		● Shops	
Campbell's Soups	59	Henri Bendel	71
H. J. Heinz Company Facing	1	Hattie Carnegie	75
● Hotels & Travel		Rhoda	13
All Year Club of Southern California Facing	80	Shoecraft	13
James Boring Co. Inc.	77	J. & J. Slater	13
Cunard Line	8b-c	H. A. & E. Smith Ltd.	13
Grace Line	8a		
Holland-America Line	10	● Telephone Service Arrangements	
Hotel del Coronado	10	American Tel. & Tel.	80
Hotels Plaza	10		
Italian Line	8d	● Toiletries	
Matson Line—Oceanic Line	9	Elizabeth Arden	67
Munson Line	7	DeVilbiss Company	62
Nassau Development Board	10	Kruschen Salts	76
Panama Pacific Line	9	Lucien Lelong	69
Travel Directory	8	Ben Levy	77
Union Pacific System	8	Listerine	1
United Fruit Company	8d	Pall Mall Internationale	13
● Household Supplies		Pepsodent	65
Steuben Crystal	61	Pond's Extract Company	63
● Miscellaneous		Peggy Sage	70
Exo•Dot Frames	72	Symphonie Face Powder	4 5
Follmer, Clogg Umbrellas	77	Yardley	16
International Radio Corp.	79	4711 Eau de Cologne	64
Talon Fasteners	11		

While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index

SHOP-HOUND'S TIPS FOR CHILDREN

(CONTINUED FROM PAGE 43)

You see, there's a microphone attached to him, which you put near the music source, and his feet move according to the vibrations; at F. A. O. Schwarz. And talk about progress, here, too, are miniature gasoline stations with real pumps that pump toy-gasoline (water to you and me) into the gas-tanks of toy automobiles.

● Something else that would make a small boy pretty delirious is a new airplane carrier boat, like Uncle Sam's pride of the Navy, the "Saratoga," from which tiny airplanes can be catapulted off the deck. Then, in case there should be a burning ship on any toy sea, some one invented a fire-boat that pumps water onto the conflagration. These are Ovington's contributions to the toy maritime world, and this shop has done pretty well by land-forces, too. It has a fine miniature early American fort, such as the pioneers lived in, excitingly complete as to stockade, blockhouse, barracks, powder-chamber, and log cabins.

● But to get back to the Mental—have you thought about French or German nursery books? There's nothing quite like them to help your offspring pick up foreign languages painlessly and prematurely. If your own French and German are rather rusty, I'll tip you off on a few titles: "L'histoire d' Babar," all about the doings of a darling elephant; "L'arche de Noé," (Noah's ark, you . . .), "Chansons de France;" "Das Hausgesinde," "Das Zauberboot" (and what illustrations); and "Sang und Klang." They cost all the way from seventy-five cents to three dollars, at F. A. O. Schwarz. (Addendum: look also at the book-plates for children here.)

● If you want to encourage any young literary prodigies, there's a fine child's typewriter, the "Remi-scout," at Lord and Taylor's, which has a standard keyboard and works almost as well as a real one, but costs less than twenty dollars. Something else there that piqued my interest was a box with all the makings for toy balloons. Think what fun! (N.B. for parents: the rubber liquid and mould and what not aren't at all messy.)

● A skipping-rope is not a bad idea, either. Not just the common or garden variety of skipping-rope, but a very de luxe model with beautiful blue or orange rope and handles carved into gay red fish (not that fish are ever red, or are they?). A good present for practically nothing, if you ask me. At Mitteldorfer Straus.

● Or how about hoops? This year, they're more ornamental than ever. The newest is beautifully painted, and crisscrossed inside with little tingle bells that sound very pretty when it rolls down the lawn. Saks-Fifth Avenue for this—and Saks-Fifth Avenue for those famous Italian Lenci dolls, and for marvellous electric trains, and for Western toys that will make any boy whoop with joy. Lariats, and ten-gallon hats, and chaps, and spurs, and saddles—just everything.

● As for slightly older boys, if I know anything about them, you have to be pretty careful to pick gifts that won't insult their intelligences. Now, something like a pocket telescope—a powerful, three-extension affair with which to sight passing boats or read mari-

time signals—would certainly not come in the sissy class. Or, if he's a land boy who likes adventuring in the woods, there are bird binoculars to help him study Nature. You could overwhelm him completely by giving an outdoor kit (for only about \$5, mind you) in which are a pocket microscope, flash-light, telescope, compass, a water-proof match-box, and a magnifying-glass. If he's of the scientific ilk and goes in for taking apart watches and other close work, there's an imported set of electric spectacles, made to throw light on close work and still keep your hands free. If you want to train his eye and marksmanship, how about the new "pigeon shoot," a stand with a double-barrel spring gun with six projectiles and spinning birds at which he can fire blank cartridges and learn the art of shooting? It's quite harmless indoors, thank heavens. All of these things, and too many more for this space, are corralled together in the new Toy Corral at Abercrombie and Fitch—a whole floor that looks like a cross-section of a forest with sapling stockades, huge game heads, hunting-scenes, a Western corner, a magic corner—even a pond railed with a teak-wood yacht railing for marine masterpieces—for Abercrombie and Fitch is now the up-town agency for the famous Boucher boats.

● Clothes, to be sure, are always perfect gifts, and, even if you've never had any nursery experience, you couldn't go wrong in picking something at L. Brogan's. Such dresses, every stitch hand-made! Such infant coats and bonnets! Such flannel bath-ropes, tailored to perfection and exquisitely monogrammed! Such carriage robes and pillows, crib blankets and sheets—one, a copy of an old one, edged with real lace, gloriously embroidered, costing nearly fifty dollars, and well worth it. Of course, there are any number of things, too, that won't set you back very much: adorable infant nightgowns, bibs, pillow-cases, and underthings.

● Speaking of crib blankets reminds me of a downy wool one with the neatest little pink-and-white or blue-and-white checks, with satin ribbon. You can get the same type, in a larger size, edged just at the top and bottom with satin, for a child's bed. At Esmond's Blanket Shop.

● If you're looking for soft, squashy, amusing animals that infants like, let me tell you about those made by Katherine Pierson, an artist who has turned her talents to toy making. The animals are all of felt or wool, cunningly built: long, low-chassed dachshunds with drooping ears, little white gamboling lambs, chubby white bunnies, dour black Scotties, and lumbering grey elephants. You may order them from Mrs. Katherine Pierson, 568 Buffalo Street, Orchard Park New York.

● With my last feeble breath, I toss your way still another super suggestion—a real live puppy or kitten—the gift that will live long after the last candle has gutted and died, the gift that is the one friend money can buy. You won't forget, will you, to pick a breed that fits the child's temperament and environment? And now, Merry Christmas to all, and to all a good-night.

THE CUSTOMS OF OUR COUNTRY

(CONTINUED FROM PAGE 20)

had a false bottom and pulled out an elaborate luncheon set, rich in doilies, worth about \$1800. The Frenchman threw up his hands and denied all knowledge of the business. The maid sullenly repeated over and over again that she didn't know the linen was there. She repeated it so consistently that they began to credit her story, investigated, and found that she had been the dupe of a well-known smuggler who induced innocents to carry these flashy hat-boxes to America and turn them over to individuals here. She had thus been introducing very expensive embroideries and linen into the country free for years.

Finally, let us punch a finger into another fondly cherished balloon, and that is the notion that if you are celebrated enough or know the right people on the line or in Washington, you can be wafted through the ordeal by a mysterious Sesame known as "Courtesy of the Port." There is no such animal, and there never was, save in

the case of foreign diplomats. There used to be expedites, which hurried things along for you a bit, but these were discontinued in 1929, and now you can't get them unless you are an ambulance case, past caring whether they nab your little Patous or not.

It is a quaint custom, our Customs, but still we believe an inquisition inflicted as painlessly as possible under the circumstances and far more efficiently and politely than in most foreign countries. And, unless some one works us up to believe again that a change in the administration is going to turn them into wolves, we contend that the American Customs officials are still—though they don't know a Patou from a Galeries Lafayette—lambs. And, when anti-tariff hounds rage against the \$100 limit, we like to speculate what would happen if the Government ever went back to the old ruling of the Eighteen Eighties, when one could bring in, we are told, "as much as befitted your station in life."

DOWN TO THE SEA

(CONTINUED FROM PAGE 34)

di Savoia is fitted with a million-dollar Sperry gyroscope stabilizing plant to keep the ship steady.

The "S. S. MANHATTAN." This ship, the fastest cabin ship on the sea, is an experience, if you haven't ever travelled "American." It is super-American, this ship, planned for solid comfort. The rooms are huge, and they have been cleverly designed with a sitting-room next the port-holes, then a glass partition, and behind that the bedroom and behind that the bath. The plumbing is something you can't forget—a blaze of jade-green magnificence. The movies are really good movies. And, if you go down for breakfast in the air-conditioned dining-room, a cup of good American coffee is set before you instantly, piping hot. But most important of all is the price—for all this, with the sitting-room and the jade-green plumbing, costs less than \$170.

The "S. S. SANTA ROSA," which makes the Grace Line trip from New York to California through the Canal, stopping at all sorts of luscious places en route, is a revelation of good taste. One of the breeziest, prettiest, freshest ships you have ever seen, turned out inside by John Russell Pope and that very sophisticated New York interior decorator, Elsie Cobb Wilson. The dining-room on the upper deck has tremendous windows looking out to sea, and the dome rolls back when you get into the tropics, so that you can dine under the stars. The white Georgian living-room is like a Long Island country house, with big French windows opening onto the porch—you forget to say deck. The outdoor pool is a charmer, and the cabins, each with a bath, are painted in pale pretty colours, with charming beds and chests of drawers, radios, banjo clocks, and with Venetian blinds at the windows.

The "S. S. CHAMPLAIN," the new cabin ship of the French Line, is as modern French as the *Manhattan* is modern American. You get an impression of acres of that modern light wood—is it pine or maple?—and of

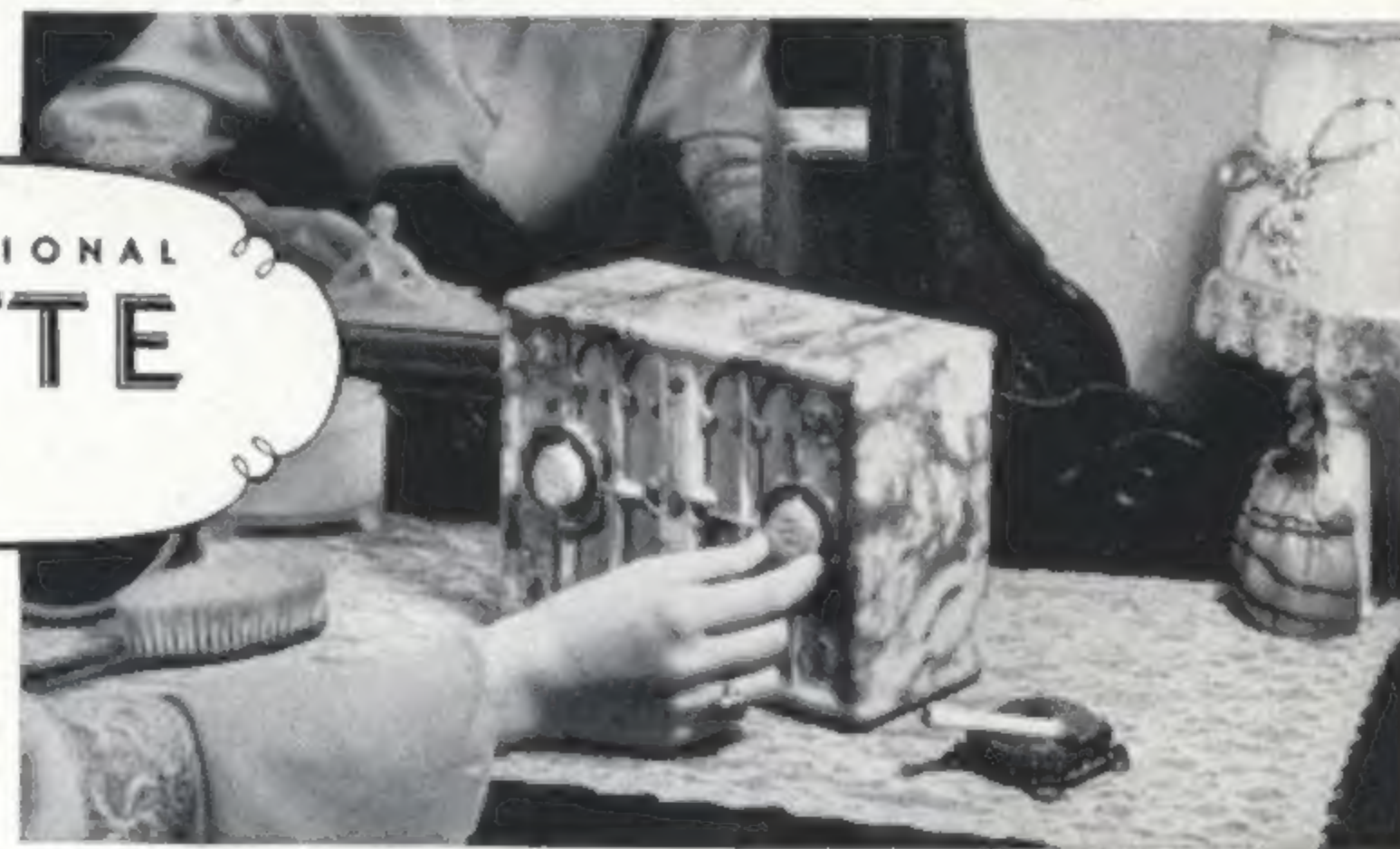
vast windows with sunlight flooding in. The floors are covered with the smartest modern linoleums in the world. Everything is new and unexpected. From the upper deck, you can walk right into the big oval smoke-stack, through a little door. The dining-room has a ceiling of bright red beams with modern white cotton fabric swung between to soften the light. The children's *guignol* is amusing, and so is the infinitesimal lift-boy in a monkey cap, who can't speak English. The food, we hear on the best authority, is divine.

The "M. V. GEORGIC," the new White Star Cabin Ship, is another newcomer on the high seas. The big smoking-room lingers in our memory. It is done up in a mixture of styles which we defy any decorator to pigeonhole. In spite of the riot of colour, it is one of the most comfortable rooms in the world. The pool is in silver, with bright rubber animals disporting themselves. The children's playroom has an amusing grocery shop. The sun-deck is fitted with wicker Deauville bath chairs, a bonanza to all those who feel as we do, that steamer chairs are agony.

The "S. S. VERAGUA," and its sister ships, the *Antigua* and the *Quirigua*, of the United Fruit Company, are new to the West Indies route. They are small, but run with style. The stewards, as you come on board, are all dressed in dark blue with white gloves. Big piles of pink and yellow bananas are set out on deck at all hours—a tempting sight full of promise, if you embark in a blizzard. The little sitting-room is done up in Early American fashion, with Windsor chairs, and there is something very nice and very American in the air.

Finally, there is on the ocean a new Matson liner, the "MONTEREY," a twin to the famous *Mariposa*. It runs to New Zealand and Australia via the enchanted isles of Hawaii, and, like its famous sister, it is air-conditioned, very gay and light, and infinitely cool in the tropics.

The Gift of the Year

THE INTERNATIONAL
KADETTE
RadioEspecially Created to Appeal to
Discriminating Women

The Kadette Radio appeals instantly to the discriminating woman.

First, because it is small and unobtrusive—exquisitely designed and beautifully cased in genuine bakelite.

Second, because it delivers either room-full volume or may be tuned down to a whisper without loss of clarity or tone quality.

Moreover, it is available in lovely pastel shades to harmonize with the decorative treatment of any room.

The Kadette Radio is the only radio that operates on any 110-volt circuit—AC or DC—25 or 60 cycle current. You can take the Kadette Radio wherever you go or send it to anyone and *know* it will perform perfectly.

And it weighs only 5 lbs.—so light—so compact—it carries like a camera.

A Marvelous Gift

Think what a marvelous gift the Kadette Radio makes! In mahogany, walnut or black finish it is just the thing for the man. Give him one for his office, his library, or to take with him while traveling. Others who will welcome the Kadette Radio are students, invalids and convalescents.

Sold at the Better Stores
Everywhere

See the Kadette Radio at leading department, radio and electrical stores or write direct for an illustrated circular and the names of dealers in your community.

● Price including tubes . . . \$25.00

Mahogany, walnut or black finish.
De Luxe model illustrated, \$35.00.
Special Pastel Cases—Ivory, Baby Blue, Pale Green, Orchid, Coral, Grey, Chinese Red, \$27.50.

INTERNATIONAL RADIO CORP.
28 William St., Ann Arbor, Mich.

How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., or from 1196 The Merchandise Mart, Chicago, Ill., or 523 Mission Street, San Francisco, California. In Canada, 70 Bond Street, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. When ordering please enclose cheque, money order or stamps. Remittances should be made out to the store or the office from which you order.

PRICES OF VOGUE PATTERNS

211	\$2.00	620475
212	2.00	620575
213	2.00	620650
332525	620775
332625	620875
332725	620975
332825	621050
332925	621175
619625	621275
620175	621325
620250	621450
620350	621550

In Canada all 25 cent patterns are priced at 30 cents, and all 50 cent patterns are priced at 55 cents.

"One of the things I do want for Christmas
is a TELEPHONE...RIGHT HERE"



THIS is no year to play guessing-games before Christmas. Why not tell your husband frankly what you want and need?

An extension telephone, for example, is the kind of gift any husband can understand and approve. He'll realize that it brings to the business of household management the same efficiency and convenience he has at his elbow in the office. And it's a *lasting* gift. It will save you steps, time and trouble, day after day, year after year.

If you'd like to give telephone service to anyone, anywhere in the United States—if you'd like others to enjoy the convenience of extra telephones—you can make all arrangements through your local telephone company. Gift cards and attractive packages are available without charge. Installation can be made on a pre-determined date. Convenient payment can be arranged. Just call the Business Office. And do it before Christmas!





What a difference 3 weeks in SOUTHERN CALIFORNIA can make !



Have Some Fun this Winter!

BREAK AWAY! Life's not meant for work and worry alone. Aren't you forgetting how to *live*? Now—while you can—throw care overboard. Give yourself this unforgettable vacation.

You'll come back with viewpoint freshened, perspective restored, your whole life enriched by a glorious experience you'll remember as long as you live—something nobody can ever take away from you.

More to Enjoy—Less to Pay

It's *easy* to do. Southern California—land of sunshine, laughter and play—is only 2½ days from most of America. In this year 'round vacationland you escape the "peak prices" necessary in one-season resorts. Costs here, normally about 16% under the U.S. average, are lower than ever now. You need actually spend no more than at home! And nowhere else are there so *many* ways to have a good time!

Here are sun-drenched beaches stretching 150 miles along the blue Pacific, waiting for you. A couple of

hours away, mighty mountains to climb and forests to explore. Or desert playgrounds like Palm Springs, where your winter tan grows darker every day.

There's a kaleidoscopic variety of fascinations: Pleasure islands, race tracks, Hollywood's gay night life, ancient Missions the Spanish Padres built, orange groves, famous palm-lined boulevards, luxuriant subtropical gardens, harbors sheltering ships from the seven seas, Old Mexico closeby, and scenic grandeur that lends new thrills to every sport... golf, sailing, mountain-climbing, deep-sea fishing, tennis, polo and all the rest.

Close to big, cosmopolitan Los Angeles are colorful cities and resorts like Pasadena, Long Beach, Beverly Hills, Santa Monica, Pomona, Glendale... scores of others, that make each day a glorious new adventure in the joy of living! It can all be *yours*... come on out and have some fun... *this winter!*

FREE—New 72-page Vacation Book

To help you plan, we offer *free* one of the most complete vacation books ever published... just off

the press... 72 pages, 150 interesting gravure photographs, map, information about routes, itemized costs and day-by-day details of everything to do and see here. Send coupon today for *your* free copy. Or for further unbiased, authoritative information, write us your own questions about a Southern California vacation.

Come to California for a glorious vacation. Advise anyone not to come here seeking employment, lest he be disappointed; but for the tourist, the attractions are unlimited.



All-Year Club of Southern California, Ltd.,
Dept. 12-M, 1151 So. Broadway, Los Angeles, Calif.

Send me *free* illustrated book giving complete details (including costs) of a Southern California vacation. Also send *free* booklets about the counties I have checked.

☐ Los Angeles ☐ Kern ☐ Orange
☐ Riverside ☐ Santa Barbara ☐ San Diego

Name _____

Street _____

City _____ State _____

(Please Print Your Name and Address)

This Winter COSTS ARE LOWER THAN EVER



Give a Christmas
carton of LUCKIES—the
mildest of Cigarettes

“It’s toasted”

That package of mild Luckies